

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 29, 1987

a Benn publication

DHSS probes  
minoxidil sales

Scots get 30p  
'quantity' fee  
from September

Unichem revamp  
profit share  
scheme

IPSF Congress  
debates South  
African issue

Pharmaceutical  
industry 'UK's  
crown jewel'

C&D gets new  
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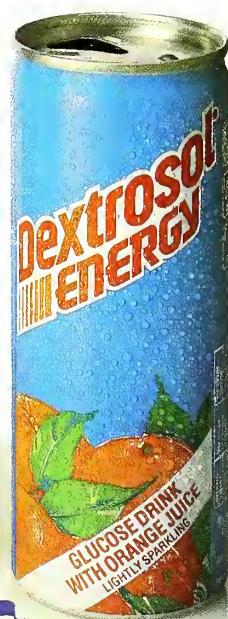
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## COMMENT

Baldness is a condition that usually afflicts the good, the bad and the ugly — men that is — at some stage in their lives. The "talking head" logo in this column has a particularly severe case, and the Editor, who appears in its place on an occasional basis, is similarly afflicted. Both, then, are suitable cases for treatment by the new hair growth product being offered to hair salon customers via mail order: "The revolutionary hair product 'minoxidil' is finally available in the UK", proclaims the advertisement from Grapharma, whose distributors are Centrapharm (UK) Ltd (p380).

Minoxidil has been marketed by Upjohn in this country as a vasodilator Loniten for some years, but itself became a Prescription Only Medicine only on April 30. (The 1982 edition of Martindale lists hypertrichosis with associated pruritis reported in three patients back in 1976). Loniten itself has been POM since its launch.

At present minoxidil is on the



EEC Restricted List and is banned for cosmetic use — that ban presumably applies in the UK — but, more importantly, because the compound has been shown to promote hair growth when applied regularly to those whose follicles are intact but dormant, it has a physiological action and therefore is a medicinal rather than a cosmetic application. Cure for baldness probably ranks second behind a cure for the common cold in a pharmaceutical marketing man's dream list, but the stringent US FDA requirements for Regaine lotion are mirrored in Upjohn's UK licence application and seek to limit use to male pattern baldness. Minoxidil is already so

licensed in 25 countries but is marketed in Europe in Eire, Holland, Belgium and France.

While it must be tempting for any company to try to anticipate a product licence, the UK system, though sometimes cumbersome, is designed to protect the public from both itself and those who seek to exploit it. It is no coincidence that the section in the voluntary British Code of Advertising Practice on what is permissible in advertisements for hair and scalp products is one of the longest and most rigorous. Any claims are required to be backed by "practical trial data on human subjects", for instance when including a statement that "hair loss or thinning of the hair can be arrested or reversed." While minoxidil may do just this in certain instances, its UK availability will be, for the foreseeable future, properly limited to a doctors prescription dispensed by a pharmacist, thus incorporating the appropriate safeguards for the patient.



# Minoxidol sales to breach Medicines Act?

**The Department of Health is investigating the circumstances under which minoxidil lotion is being offered to hairdressers for sale to their balding customers (C&D, last week, p325).**

The Department says it will prosecute the company offering the lotion, if it is found to be in breach of the Medicines Act.

Hairdressers have been approached by Centrapharm (UK) Ltd of Great Yarmouth who claim in their mailing: "The revolutionary hair growth product minoxidil is finally available in the UK". The company goes on to say that "After the success in America and other European countries, Grapharma BV in the Netherlands has obtained the product exclusively for the UK market; to be imported and sold by Centrapharm (UK) Ltd." The product is being made available "exclusively" to the hair dressing profession, in 30ml bottles with "clear instructions" for use.

Centrapharm said they were accepting orders — minimum trade order one dozen bottles at £17 each, to sell at £24.50 — by mail order only, on a cash with order basis, due to the "phenomenal demand".

Last week, Upjohn Ltd, who have lodged a product licence application with the Department of Health for approval of minoxidil lotion (Regaine) for the treatment of certain hair loss conditions, announced in the professional

hairdressing Press that hairdressers may find themselves liable to prosecution under the Medicines Act, for importing or selling a prescription only product.

Minoxidil itself was added to the POM Order on April 30, so any preparation of the product is a Prescription only Medicine.

A suggestion that if the product was being supplied as a cosmetic, it may fall outside the Medicines Act, was put to the Department. But a spokeswoman told C&D that the fact that the Committee on Safety of Medicines was considering an application from Upjohn for the licensing of its minoxidil lotion Regaine for its effect on hair growth, meant that it falls within the Medicines Act. And, Upjohn say that minoxidil is banned for cosmetic use anyway by virtue of its place on an EEC Restricted List.

So it appears that, at present, minoxidil lotion can only be used if supplied by a registered pharmacist in accordance with the private prescription of a medical practitioner.

The fact that a minoxidil lotion is licensed for use in another EEC country is irrelevant, as, at present, product licences respect national boundaries.

C&D understands that Centrapharm, established in 1981 by Norfolk pharmacist Roy Racey, was sold to the Dutch company Grapharma BV at the end of June this year. But repeated phone calls to Grapharma met with an engaged tone.

should be ibuprofen, followed by piroxicam and then indomethacin. The second recommendation was to prescribe four drugs generically rather than by brand name at an estimated saving of £75,000 a year in the Leeds area. The third recommendation was to prescribe propranolol or atenolol as first choice in hypertension and the final advice was to abandon drugs for peripheral vascular flow problems because they have no proven efficacy.

The project was devised by district pharmaceutical officer Bob Calvert and Peter Dawson, formerly principal pharmacist, and involved several other professionals. They estimate that these four measures could save £1m a year in Leeds.

They are now comparing the prescribing costs of the GPs visited with a similar group of GPs who were not visited, to see if information given personally has more impact than written information.

## Scots to get 30p fee from September

**A 30p supplementary fee related to quantity of treatment is to be paid to Scottish contractors from September 1.**

The payment will be made on the same basis as in England and Wales (p324 last week). But Scottish contractors will have to endorse the script to claim the additional fee. Pharmacists should mark the box at the bottom left hand side of the script with a cross and indicate the number of extra fees they are claiming.

The list of drugs with the quantities which, when exceeded, will attract an extra fee is the same as that drawn up between the Department of Health and the Pharmaceutical Services Negotiating Committee. The Pharmaceutical General Council will be sending copies of the list to all contractors.

Scripts eligible for the extra 30p fee cannot be picked up at the pricing stage because Health Boards in Scotland are not computerised. To do the operation manually would jeopardise the normal pricing timetable.

All health boards are scheduled to be computerised by 1989.

## BNF aid for Commonwealth

**Vetric and the Commonwealth Pharmaceutical Association are collaborating on an experimental scheme to distribute the British National Formulary to member countries.**

At the end of October Vetric will collect back copies of the BNF from pharmacies — a new edition appears in September — and deliver them to a central depot for onward transmission to Commonwealth countries. The CPA is keen for these copies to go primarily to pharmacists and Schools of Pharmacy. Further details will be available shortly.

Superdrug are setting up an electronic ordering system to use in business with their suppliers.

The company has tried out paperless communication with Kimberly Clark and is now taking in the Tradanet electronic data interchange service with the rest of its 400 suppliers.

## Pharmacy 'reps' for Yorks GPs

**A Leeds hospital pharmacist has visited 150 GPs in the area explaining how to get the best value for money from drugs.**

The results are still being analysed but, if the project proves successful, Leeds pharmacists hope to persuade the Department of Health that pharmacist "reps on the road" should be used to give advice on cost-effective prescribing and cut the NHS drugs bill.

Felicity Newton-Sims, a research pharmacist based at Leeds General Infirmary, visited each GP once over the past year to give four basic messages. The first was that of all anti-inflammatory drugs, the first choice for new patients

## Unichem revamp profit share — top rate up 1pc

Unichem are increasing the top rate of profit share on medical purchases and setting up a separate scheme for counter purchases.

From September 1, members will get a top rate of 9 per cent monthly profit share on medical purchases — up 1 per cent.

A completely separate profit share scheme is being introduced for counter purchases giving 10 per cent off packs monthly. Previously members had to spend a certain amount on medical lines to qualify for profit share on counter lines.

"It will allow more flexibility to members and means that those with a small business can make more of the OTC side," says managing director Peter Dodd.

It is intended that annual profit share on OTC will continue, as will the additional 1.5 per cent annual profit share on eligible purchases, both medical and counter, placed through Prospect, Prism and Pride.

## DTB throws doubt on guar

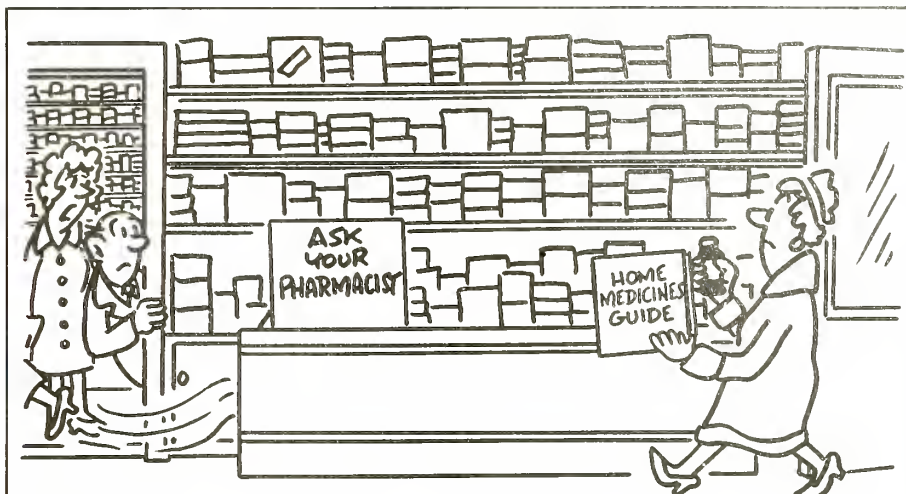
**Manufacturers' claims that guar gum helps obese patients lose weight are poorly substantiated, says the latest *Drug and Therapeutics Bulletin*.**

Guar has been advertised by one company as a "breakthrough" and is claimed to reduce hunger and help overweight people lose weight. But the *Bulletin*, published by the Consumers' Association, says studies of patients using guar show that body weight did not fall significantly. One study showed that guar did reduce hunger but the authors did not justify their conclusion — reproduced in

## Guild focus on DHSS review

**The Guild of Hospital Pharmacists executive will meet this week to discuss the Department of Health's internal review of hospital pharmacy.**

Guild President Mr Bill Brookes said that until it was known who would be



P. Sheen

"But you know she always knows better then you do."

Monthly profit share will be payable on all eligible purchases (excluding specialist and slow moving surgical lines which come from a central store), providing that the minimum qualifying thresholds of £2,300 medical and £1,000 counter are reached.

Profit share on medical will apply to all purchases, ex branch, apart from Controlled Drugs. CDs have been excluded to comply with the wishes of the DHSS and PSNC. It is not intended there be further exclusions until a definitive list has been agreed by all parties.

Lejguar ads — that it stopped people wanting to carry on eating after a meal.

Several guar formulations are also promoted for use in diabetes and claim to improve blood glucose control. But the *Bulletin* says guar only reduces blood glucose by small amounts, even in those who are most likely to benefit, such as overweight diabetics whose blood glucose is poorly controlled. Guar can help patients use less insulin but not stop them using it altogether, and any clinical benefit from a small reduction in blood glucose remains speculative, DTB says.

Unwanted effects of guar are common and many patients stop taking it, says the *Bulletin*. In trials, between 14 and 100 per cent of patients suffered abdominal bloating, indigestion, diarrhoea and excessive flatulence, and in one study 18 per cent stopped treatment.

carrying out the review, where and how it would be conducted, he was unable to comment. The Guild had been unaware of the proposed review until its announcement last week in a letter from Health Minister Tony Newton to the Society's secretary and registrar John Ferguson. The review will not be completed until the Autumn and the Minister has suggested meeting with PSGB president Bernard Silverman in three or four months time.

## FPC fails to 'stop' pharmacy

**Birmingham Family Practitioner Committee has failed in a bid to stop a planned pharmacy next to a GP's surgery in Erdington.**

The application, by Dr P. Malone, was submitted before April 1, so avoiding the "necessary or desirable" hurdle of the pharmacy practice subcommittee, but the FPC had opposed the development when it went before the town planning committee. However, planners gave the go-ahead for the pharmacy, which will adjoin a two-doctor practice.

An FPC spokeswoman told *C&D* that they had insisted on separate entrances to the pharmacy and surgery.

## Consumer led HC

**Fears that the market for OTC hydrocortisone would be consumer, rather than pharmacist led, appear to have been realised.**

According to the latest figures from Care Laboratories, only 43 per cent of OTC hydrocortisone sales in the first two months following deregulation — May and June — were made on the recommendation of the pharmacist. The company says that a further 14 per cent of sales followed recommendations by counter assistants; in the remaining 43 per cent the customer asked for the product.

Care claim an 18 per cent share for Medicort.

An increased \$2bn compensation fund for thousands of Dalkon Shield claimants, offered by A.H. Robins in the USA, has been rejected by the claimants committee, according to *The Guardian*.

## South African controversy for students

**For an organisation that claims to be non-political, the International Pharmaceutical Students' Federation had more than its fair share of "political" problems at its 1987 Congress in Israel.**

The choice of venue prevented pharmacy students from Sudan, Malaysia and Egypt from attending, while much of the debate centred on South Africa's membership of IPSF.

In an emotional and highly-charged discussion Sweden called for South Africa's membership to be withdrawn because it was "unconstitutional". Lena Ryden (Sweden) told pharmacists and pharmacy students from the 18 countries attending the Congress that Swedish students believed the purpose of the Federation was to promote the education of future pharmacists and international links between them. Denmark and Norway had already left IPSF because of South African participation, she said. "South Africa's presence causes too many problems for other countries — in particular African members cannot attend Congress because of it. Swedish students do not want to participate in IPSF while South Africa is a member. They see it as a political statement".

George Abamkwah Yeboah (Ghana) said that his country had been unable to host an IPSF Congress when the Government learnt that South Africa was a member. He asked that they withdraw from IPSF and attend only as observers in the future.

Shira Moch (South Africa) said that she and her colleagues at the Congress were representing pharmacy students and not their Government. She said that the South African Pharmacy Students' Federation had been instrumental in establishing a programme which ensured that a percentage of black students who did not make the grade academically because of poor educational facilities, but showed potential to be good pharmacists, were accepted by Schools of Pharmacy in South Africa. "In 1980 there were no black students at my School; now they account for 53 per cent of students," she said. Change can be brought about in South Africa and that is one of the aims of our Federation. If you ask us to leave we are less able to help students and in particular black students". Trudi Hilton (BPSA) asked members to abstain from voting on the issue, as it would set a precedent for any country to comment on another's political and humanitarian stance. Torkel Gren (Sweden) said that IPSF could not help becoming involved in political issues and while there was an academic and scientific boycott of South Africa by most member countries of the UN, then IPSF should follow suit.

The Swedish motion was defeated with 10 votes against, four votes for, and one abstention.



The 1986/87 IPSF Executive: seated left to right, Vivien Moffat (Great Britain), president; Rm dos Santos Ivo (Portugal); Ilan Kreiser (Israel); Jos Van Der Zandt (The Netherlands); James Appleby (USA) with Fin McCaul (Great Britain) front right



ISRAEL '87



## Independents under threat

**As British pharmacists bask in the security offered by the new contract, their Israeli counterparts are preparing for an attack on their "500m rule" by the country's only multiple Super-Pharm Ltd.**

This rule ensures that a new pharmacy cannot open within 500m of an established pharmacy, but Super-Pharm's executive vice-president Steve Matyas told Congress that the legislation must be updated to allow pharmacists to operate in "a modern business environment". His argument is strengthened by the acute shortage of pharmacies and pharmacists in Israel with around 450 serving a population of 4 million.

Super-Pharm is the offspring of the Canadian company Shoppers' Drug Mart, which earlier this year staked its claim as the world's biggest multiple pharmacy chain when it took over the Peoples' Drug Store in the USA. There are now 550 stores in Canada, and a further 650 along the Eastern seaboard of America with an annual turnover of around \$250 billion.

In 1977 the founder of the Shoppers' Drug Mart, pharmacist Murray Kopfler, an ardent Zionist, decided Israel was ready for "super-market" pharmacies and he launched Super-Pharm. In Israel every pharmacy must be owned by a pharmacist but Super-Pharm got around the rule by inviting pharmacists to become "associates" of the company. They own and are ultimately responsible for the pharmacy but are not required to make any capital investment in what is essentially a franchise operation. There are eleven Super-Pharms in Israel, and the company has plans for 40-50 by the year 2000. Mr Matyas appeared unconcerned about the fate of the independent: "We believe in free enterprise, Shoppers' Drug Mart were not worried when Boots opened up 180 stores in Canada — it made us sharpen up our image — the smaller pharmacy should do the same".

## Counselling competition

**A national competition to find the pharmacy student who displays the best skills as a patient counsellor is being considered by the British Pharmaceutical Students' Association.**

Such a competition is held annually in the USA where the 74 Schools of Pharmacy select the best student to represent them in a national final.

The Pharmaceutical Society's assistant secretary Bruce Rhodes was enthusiastic about the idea, and said the PSGB would be interested in discussing it further with the BPSA. "We welcome anything that would stimulate future pharmacists to become better counsellors," he said. Such a competition would not differ from the academic prizes currently on offer for undergraduates, said Mr Rhodes, and it was only when pharmacists began to practice that "invidious distinctions" between themselves and other pharmacists had to be avoided.

All member countries of the International Pharmaceutical Students' Federation are to look at the possibility of such competitions in 1987-88 to tie in with the theme of "The Pharmacist as a Health Educator" for the 1988 Congress in Nottingham.

## Plain speaking

**A recent finding that less than one in six GP prescriptions were wholly written in plain English is "a matter for some concern".**

So says lecturer in family medicine at the University of Newcastle-upon-Tyne, Dr D.A. Gregory, in the report of a survey of 1,838 prescriptions (760 forms) submitted by 76 trainee doctors' their GP trainers and other young doctors in Northumberland, in the *British Medical Journal*. The aim of the survey was to discover how many GPs were following "British National Formulary" advice that dose, frequency and other directions should be stated in plain English without abbreviations.

Overall 70 per cent of the prescriptions were in Latin, 14 per cent had no instructions and only 16 per cent were written wholly in plain English.

Dr Gregory says there was no observable difference between trainee GPs, their trainers or young GPs. (Receptionist generated prescriptions were not included).

## About dispensing

Jeremy Clitherow has sent me another of his newsletters, with a small covering note in which he thanks me for the publicity I was able to give him and, oh foolish man, offer to buy me a pint . . . Done! Just send the money in a plain envelope *via* the Editor, as I wouldn't like him to know I was accepting bribes.

Anyway, in reading his breezy contractor letter, I noted a couple of points covering matters of wider than local interest. Just recently I talked about the increasing issue of hospital prescription forms being given to out-patients for dispensing by retail pharmacies. I think it is worthwhile quoting (somewhat freely) what is written, since not only is it informative, but also gives me a peg to write on.

"The district pharmaceutical officer has informed the LPC secretary that scripts issued will not be dispensed within the hospital . . . because of staffing difficulties. The accepted practice where a doctor does not indicate a quantity is to give 14 day's supply. However, under the rules of FPN 114, in the absence of contact with the prescriber only five days supply will be paid for by the pricing bureau. Therefore, if you want to co-operate with the hospital you, the contractor, must contact the prescriber, for unless you do you will lose payment for the extra nine days' supply. Also a POM medicine might be dispensed without authority."

Mr Clitherow goes on: "You must be reminded that FPN 114 permits only two items for endorsement, namely strength and quantity. From conversations with the pricing bureau, many contractors still use the "pc" convention to amend the forms of drugs, ie tablets/capsules, and almost unbelievably, the actual drug prescribed! The pricing bureau has absolutely no authority to pay for anything other than what was originally written on the form. So please be warned."

Now, what is written there applies equally to all contractors. But the sooner we insist on some fundamental changes in this ruling the sooner will we achieve in fact the recognition that we are a profession. I find it exasperating that having had to go to the trouble of contacting the doctor, finding out what he really wanted for his patient, and having informed him of the position regarding the form and availability of what he wanted, so as to best satisfy his patient's needs, we seem unable to have our legitimate annotations to the script accepted as valid

for payment.

The fact that a good many pharmacists assume they are accepted is perfectly natural. As pharmacists (experts in drugs) we have taken the appropriate steps to ensure correct dispensing. We endorse the script with our findings and expect our word to be accepted as would any other professional man. It is highly offensive to have our capacity to give this extra input crippled by a ridiculous bureaucratic ruling whose only effect is to double our work, and that of the prescriber, to achieve exactly the same end result. Either we are professionals, and trusted as such, or we are not. Currently it is plain we are not, so all this lip service, this praise of our contributions, our untapped potential, is so much bunkum. I want a change. How about you?

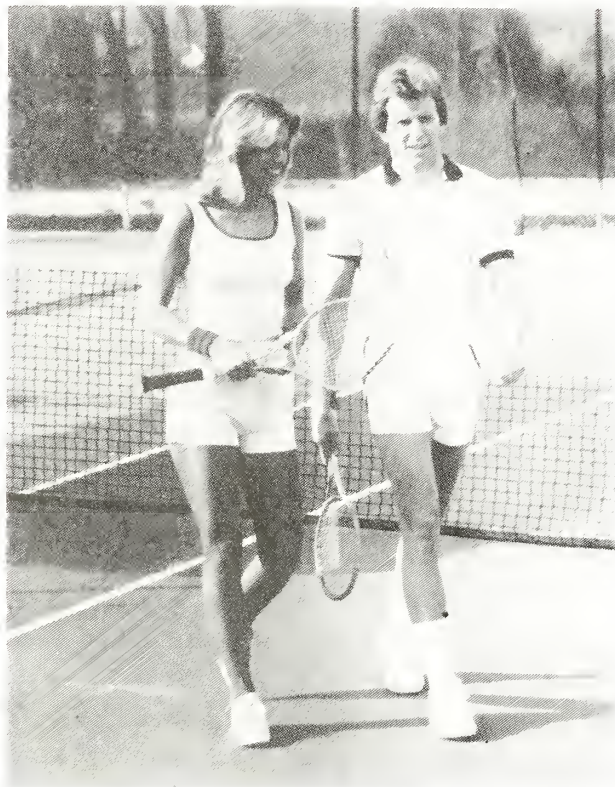
## Hand cleaning

When I was young and foolish, and the roads had a lot less traffic than today, I squirted round the local scene on a variety of motor bikes. It was cheap transport and just about acceptable for a young pharmacist. Of course, with bikes being British I spent many a happy hour pulling them to bits and improving them, although with some I found myself like all the king's horses and all the king's men...couldn't put Humpty together again.

Riding played havoc with my clothes. Carbon tetrachloride was an essential for the motorcyclist, for the once a week cleaning of oil from the trousers. And my hands took a beating. I scrubbed them with sandsoap (remember it?), washed them in petrol, paraffin and turps. Nailbrushes wore out in a couple of weeks, but still I looked like a spruced-up greasemonkey, with the boss none too happy either. Then came Swarfega, which cleaned things up like magic. But over the years I found this defatted the skin so effectively that my long suffering skin dried up and peeled back from the nails. Hand creams and moisturisers do not seem to put back what is lost...

This was all long ago, but now there is my son — yes, the wheel has turned a full cycle — and as the boss myself now, I can hardly come forward with hands like a diesel engineer's. However, we have finally solved the problem. Just wipe the surplus grease and assorted gunge from the hands with a rag, then squirt on one of the newer hand creams. Massage in, then use a nylon pot scourer — the kind with a sponge and a layer of hard plastic mesh — to rub the dirt off. The skin is soft, not defatted, and all you need then is to wash them in soap and water. Oh, and these bikes don't leak oil. The boy hasn't heard of carbon tet.

# PANTIES FOR EVERYDAY CAREFREE ACTIVITY



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Not less than 33 $\frac{1}{3}$ % profit on all sales.

At last – an opportunity to enter the lucrative incontinence market with a product that looks really good on the shelf.

Re-usable incontinence products have taken America by storm and their use is about to grow very rapidly in the United Kingdom. Around 45% of feminine towel products are estimated to be used for incontinence purposes. Usually this takes the form of stress



incontinence where the problem can occur unexpectedly with a cough, laugh, sneeze, etc. and results in some type of protection being required at all times.

Duofem solves this problem – for the first time a discreet re-usable garment with enormous sales potential is available to attract the ‘hidden sufferers’.

Duofem panties are available in 4 sizes, 2 styles, 2 colours, (pink and white) and are suitable for the most common type of incontinence – and will be offered in a most attractive eye-catching display.

*Solves all embarrassing leakage problems*

*Duofem*

## Time up for the PSGB Council?

The time must surely have arrived for the Council of the Pharmaceutical Society to look very carefully not only at the method of voting but more importantly at the reason for the apathy of the electorate.

I would suggest that the reason for this is that the Council has not been seen to be dealing with the vexed and complex problems that face our profession. At present many pharmacists regard the Society as a rather overbearing disciplinary body which is out of touch with the many problems that we have to face at the sharp end.

I believe that the following examples amply illustrate my case:

■ Doctor dispensing — why cannot the Society press for testing of doctor dispensing. Devon LPC approached the conference of FPC Administrators to support this case. Unsupervised dispensing is not only an affront to our profession, it is downright dangerous! I said at the LPC conference on Clothier in 1982 that there was a case for the Court of Human Rights. I still believe this to be true.

■ Public relations — our department has been relatively ineffective since the departure of Ms Tomison. Why wasn't more made of the prompt removal of Junior Aspirin from our shelves when it was available for days after in grocers, petrol stations etc?

This was a wonderful opportunity to lobby Parliament for the restriction of sale of *all* medicines to Pharmacy only — no more letters then to the *Daily Express* (10.8.87) asking why a customer cannot buy Disprin while the pharmacist is away at lunch, but can buy it in a supermarket.

■ Leapfrogging — in the formative days of the new contract why could no steps be taken to make such activities "unethical"?

■ Hospital pharmacy — why not more resistance to the obvious attempts by the Government to reduce (or eliminate) the importance of pharmacy in the hospital sector?

The ridiculous salary levels and abolition of senior posts are clear indicators of its intentions.

The Council is now more isolated than ever. Twenty years ago when I qualified, I naively thought that things could only improve. I now believe that they can only get worse.

**Mike Smith**  
Chairman  
Devon LPC



This year's recent World Wheelchair Games were supported by Smith & Nephew Medical. Their products were available to all participants during the event at Stoke Mandeville Hospital. Pictured here, the company's marketing manager Jerry Daw (centre) presents a Sport first aid kit to physiotherapy co-ordinator Jane Freebody. Also pictured are competing weightlifters Steve Heines and Jon Amos with Corporal Ken Keip and Constable Marion Lenothe of the Canadian Mounted Police

## Arkocap's hols

Pharmacists wishing to order Arkocaps, the range of phytotherapy products discussed in last week's Staying Healthy Feature (p355) should contact Chemist Brokers, Milburn, 3 Copsem Lane, Esher, Surrey KT10 9ED (telephone: 0372 66891) who are the sole UK distributors. This is especially appropriate during the current holiday closure period of the producers, Arkopharma Laboratories.

**Allan Woodgates**  
Director, Foodbrokers Group

## What about a proxy vote?

Subsequent to my letter (*C&D*, August 15) on the subject of the recent Unichem special general meeting, I have received a copy of a letter written to Mr Stanley Ackers, MPS, of Swanscombe in Kent, by Mr R.J. Hunt, group secretary of Unichem.

In this letter he says (and I agree): "It is never possible to choose a time and place which will suit everyone where a large number of shareholders are involved." Neither is it possible to choose a time that will suit no-one. But if that were the intention (and I repeat, I am sure it was not) then, while not scoring a bull's eye, Unichem certainly achieved an outer. I note that the PSNC are able to organise their national meetings on Sundays.

Mr Ackers, as a result of his protests, which were on remarkably similar lines to the scenario envisaged in my first letter,

was offered a proxy vote. I would be interested to know if any other Unichem member was offered this facility. Neither myself, nor two other Unichem members in Coventry were so offered.

Perhaps we should have known of our entitlement to such a vote by reading the rules of the Society, but it would have been reasonable for it to have been confirmed without having to ask, together with a prospectus.

**R.A. Ratcliffe**  
Coventry

## ...and so will I

With reference to last week's Topical reflections by Xrayser — "Selling the idea of compensation". As a further comment to his last line — so will I.

**John White**  
Coleraine, Northern Ireland

*Xrayser's last line indicated he would be putting his money into the proposed compensation scheme — Editor.*

## With thanks

May I use your columns to thank the many fellow pharmacists, wholesalers, manufacturers representatives, agents and friends who contacted us here in Hungerford after our local tragedy.

It is most reassuring to know that the profession is thinking of us. My family and staff thank you all for your kind thoughts and sympathetic words.

**Keith Haddrell**  
Hungerford

## Ridaura Tiltab tablets

Gold injections have long been used as second line therapy in rheumatoid arthritis. But this week, Bridge Pharmaceuticals, the new division of Smith Kline & French Laboratories, launch Ridaura Tiltab tablets, which enable gold to be taken orally in a form that is generally better tolerated than injectable gold, the company says.

Ridaura (auranofin) is indicated for the management of adults with active progressive rheumatoid arthritis only when anti-steroidal anti-inflammatory drugs alone have been found to be inadequate in controlling the disease.

Bridge say that Ridaura has been found to reduce the activity of the disease as reflected by synovitis, associated symptoms and laboratory parameters. But they stress that gold cannot reverse structural damage to joints caused by previous disease.

In addition, the effects of Ridaura are not immediate and the company says that therapeutic effects may be seen after three to six months of treatment.

In addition, the film-coated and square-shaped Tiltab presentation is designed to be "easy-to-pick-up" for arthritis sufferers, say Bridge.

Bridge say absorption of gold from Ridaura is rapid but incomplete (around 20 to 30 per cent). Although variable, the variability is less than that seen with parenteral gold, the company says. Steady-state blood concentrations are achieved eight to 12 weeks after the start of therapy and are said to be five to ten times less, on average, than with parenteral gold, and do not correlate with clinical response or adverse effects.

Elimination is also improved, say Bridge, with 70 per cent of gold administered appearing in the faeces during the first week after a single dose, and at six months after dosing less than 1 per cent of the administered dose is retained in the body, compared with 30 per cent of a parenteral dose.

Bridge say that patients may be safely transferred to Ridaura from injectable gold salt therapy without an overlap or washout period.

**Manufacturer** Bridge Pharmaceuticals, Welwyn Garden City, Herts AL7 1EY

**Description** Pale yellow, film-coated, square Tiltab tablets, each containing 3mg auranofin

**Uses** Management of active progressive rheumatoid arthritis, only when non-steroidal anti-inflammatory drugs have

been found to be inadequate alone to control the disease

**Dosage Adults only** Usual starting dose one 3mg tablet twice a day, morning and evening. If well tolerated a single daily dose of two tablets may be given with breakfast or the evening meal. Treatment should be continued for a minimum of three to six months to assess response. If inadequate after six months, an increase to 9mg (one tablet three times a day) may be tolerated. If response remains inadequate after a three month trial of 9mg, Ridaura should be discontinued. Anti-inflammatory drugs and analgesics may be prescribed as necessary

**Contraindications** Patients with a history of the gold-induced disorders, necrotising enterocolitis, pulmonary fibrosis, exfoliative dermatitis, bone marrow aplasia or other severe blood dyscrasias. Progressive renal disease or severe active hepatic disease and systemic lupus erythematosus. Pregnancy. Full details in Data Sheet

**Side effects** Diarrhoea or loose stools most common. Nausea may be present, and abdominal pain or other GI symptoms have been reported. These usually resolve with a temporary reduction in dosage — 6mg to 3mg daily. About 5 per cent of patients will be unable to continue treatment through diarrhoea. Rashes, pruritis, stomatitis and oral mucous membrane reactions, alopecia, conjunctivitis and taste disturbances may occur, but are usually transient. Blood picture changes. Ridaura should be withdrawn if platelet count falls below 100,000 per cubic mm or signs suggestive of thrombocytopenia occur. See Data Sheet for full details

**Supply restrictions** Prescription only

**Packs** 60 tablets (£28 trade)

**Product Licence** 0002/0082

**Issued** August 1987

## Provera Dosepak from Upjohn

Upjohn are introducing a 20-tablet Dosepak (£2.58 trade) of Provera 5mg tablets on September 7. The blister pack, which replaces the 40-tablet bottle, has been developed to aid patient compliance, the company says. It provides a complete cycle of tablets on a 10mg daily for 10 days regime, or two cycles on a 5mg daily for 10 days regime. *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ.*

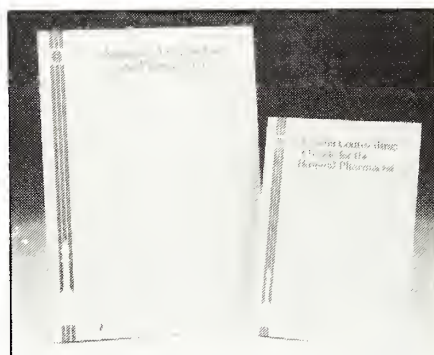
**Astra's Imdur Durules**, once daily isosorbide mononitrate (C&D August 1, p221), will be available in calendar packs of 28 (£11.43) from wholesalers to facilitate

continuation of supplies for hospital patients. Astra expect promotion to GPs from around the end of September. *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8DH.*

**The instruction on Maxepa capsule packs** "Use within one month of opening" may now be disregarded, following ongoing stability studies, say Duncan Flockhart. The expiry date on the carton and Securitainer now applies to both opened and sealed containers provided the stated storage conditions have been met. *Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middx UB6 0HD.*

**Nifedipine 10mg capsules** are now available from Thomas Kerfoot. The orange capsules are blister packed in 100s. *Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs OL7 9RR.*

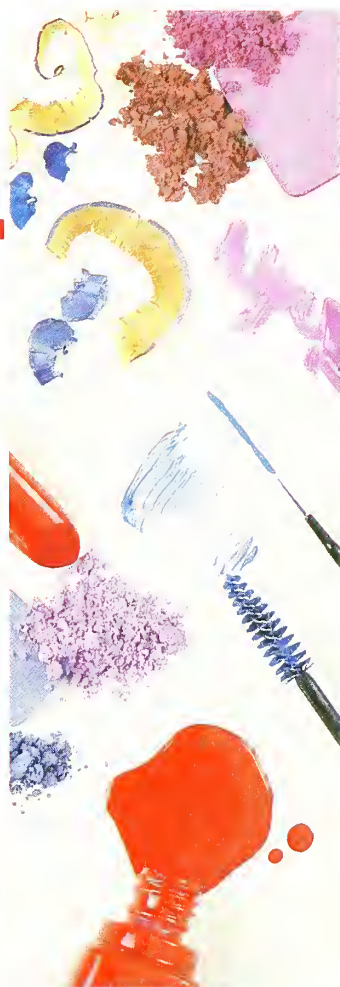
**Hydromol emollient** will be available in a 350ml pack size (£2.99 trade) from September 1. The new pack, which complements the 150ml pack, comes in response to requests for a more appropriate pack size for a bath additive. *Quinoderm Ltd, Manchester Road, Hollinwood, Oldham OL8 4PB.*



Allen & Hanburys have produced a counselling guide for retail pharmacists on the treatment of asthma. The company says that asthma is a common condition in which counselling by pharmacists can be of considerable benefit to patients, who may gain confidence with an improved understanding of their disease and its treatment. The guide covers the disease, its treatment and the role of the pharmacist. The company has also produced a more detailed booklet for hospital pharmacists in conjunction with pharmacists at the Hope Hospital, Salford. Pharmacists who would like to receive copies of the relevant booklet should contact Alison Heap, professional services manager, *Allen & Hanburys Ltd, Greenford, Middx UB6 0HB.*

# gallery

## colourways



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- ☐ Please send product brochure and price list.
- ☐ Please send details of my local distributor.
- ☐ Please ask representative to call.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel No. \_\_\_\_\_





## New moves from Maws

Maws are repackaging Simpla sterilising tablets and offering extra value packs during the Autumn.

New modernised packs, designed to complement the company's feeding system range, are now aqua blue with a graphic illustration of tablets dissolving. The extra value promotion, flashed on pack, offers 30 tablets for the price of 24 and 72 tablets for the price of 56, say *Maws Division, Ashe Consumer Products Ltd, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

## Freebies for babies

Johnson & Johnson are running an on-pack promotion offering free baby range products.

Banded packs will be available offering free 120ml bottles of Johnson's baby bath with 375ml baby shampoo; 100g baby powder with 450ml baby lotion; 125g baby soap with 450g baby powder and a 75ml baby shampoo with 450ml baby bath.

The offer will run until October 23, say *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

## Washday news

Faith Products have manufactured a liquid washing concentrate designed to clean woollens, baby clothes and other washing without causing allergic or harmful reactions to skin or clothes.

Clear Spring washing liquid contains no phosphates, enzymes or harmful chemicals, and it is made of "natural" ingredients using coconut and palm oils.



The liquid cleaner (1 litre £2.55) has a high detergent concentration which makes it effective at low or high temperatures, or in hard or soft water, says the company. Each litre bottle is equivalent to two and a half boxes of standard size E3 washing powder.

The product has not been tested on animals, say *Faith Products Ltd, 52 Albion Road, Edinburgh, EH7 5QZ.*

## Loo news

Reckitt Household are relaunching Harpic Jet Power and Jet Fresh liquid toilet cleaners in new directable bottles.

The launches will be supported by a programme of promotional activity as well as a national television advertising campaign for the Harpic Freshmatic range in September and October. *Reckitt Household and Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*



The First Years (UK) are introducing a first piggy bank for young children (£2.25). Made from unbreakable plastic and decorated with flowers, the piggy bank is designed to encourage children to save. The money is removed from the base through a screw plug. It can be washed with a damp sponge or cloth. *The First Years UK Ltd, The Mill, Nr. Bishops Stortford, Herts CM22 7DL.*

## For eyes

Abatron's new Amclair Slimpak contains 10 Amclair triple enzyme tablets for weekly care of both soft and gas permeable contact lenses. The Slimpaks (£2.99) are presented in a display carton of 25 packs. *Abatron Ltd, Chapel Street, Potton, Sandy, Beds SG19 2PT.*

## That's 'andy!

Numark are offering a free Fergie eau de parfum (250ml, rsp £5.95) with every order for three cases of Numark skin care products. Also on promotion are sponges and medicated pastilles. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

## In the money

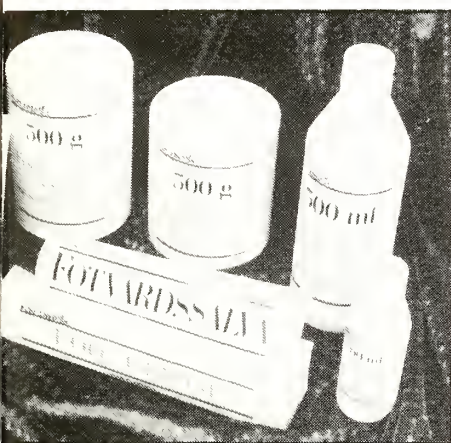
Brands on offer in Unichem's Money Makers promotion this month include Anadin, Cosifit nappies, Nivea creme, lotion, soap and talc, Rennie's, Tampax and Wilkinson blades and razors. *Unichem, Unichem House, Cox Lane, Chessington, Surrey.*

## ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

<b>Amplex deodorant:</b>	STV, Y, C, A, TSW, TVS, LWT, TT
<b>Askit powders:</b>	GTV, STV
<b>Andrex:</b>	All areas
<b>Carefree panty shields:</b>	All areas except A, HTV, TVS
<b>Corimist:</b>	STV, G, Y, C, TVS, LWT, TTV
<b>Deb's soap dispenser:</b>	LWT, Bt
<b>Deep Fresh:</b>	Y, A, TT
<b>Dettol:</b>	G, C, A, TVS, LWT, TTV, Bt
<b>Farley's rusks &amp; cereals:</b>	Bt
<b>Fiesta kitchen towels:</b>	All areas
<b>Flex:</b>	All areas
<b>Lanacane creme:</b>	STV
<b>Lana-sing creme &amp; spray:</b>	U, C4
<b>Limara:</b>	Y, G
<b>Mylanta II:</b>	G
<b>Natrena sweetener:</b>	All areas
<b>Nurofen:</b>	All areas
<b>Oxy 5 &amp; 10:</b>	All areas
<b>Peaudouce babyslips:</b>	Bt
<b>Reach toothbrushes:</b>	All areas
<b>Sergeant's Rug Patrol:</b>	G, Y, TVS, LWT, TTV, C4, Bt
<b>Simple:</b>	HTV, STV, GTV, B, TT, TSW, Y, U
<b>Varta batteries:</b>	U, STV, G, Y, HTV, TSW, TVS



## Skincare from Sweden

A new range of "Pure Swedish" body care products is now available in Britain.

Packaged in white, with pastel coloured graphics, the range comprises: unperfumed or perfumed body lotion (£2.99, 500ml), the perfumed version also available in a 100ml size at a trial price of £0.75; and hand cream (£1.95, 150ml); foot cream (£2.94, 175ml); foot/bath salts (£2.75, 500g); foot bath (£2.67, 500g). Distributed by: *Pure Swedish Products Ltd, 41 Lanthorne Road, Broadstairs, Kent CT10 3NA.*

## Louis Marcel Press for sales

Nicholas Kiwi are launching a campaign of increased promotional and advertising activities for their Louis Marcel products.

Women's magazines will feature half page ads for eyelash dye, running through to November issues. The product is regularly recommended in Women's Press editorial throughout the Summer. Packs carry a 50p off voucher for Almay non-oily eye make-up remover.

Posters on the London Underground System will support Louis Marcel strip wax hair remover cream. And the 60ml size cream is being offered with 25p off. Promotional packs are flashed with the offer and packed in outers of 12. *Nicholas Kiwi Division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AV.*

## Eye season

Lancôme are introducing Forté-vital firming eye cream (15ml £15).

It can be worn as a base for make up, or used at night. It is presented in a white opaline glass pot. *Lancôme, 14 Grosvenor Street, London W1X 0AQ.*

Chemist & Druggist 29 August 1987

## Arden fired with enthusiasm

Elizabeth Arden are set to warm up Winter with their new season's colours called Autumn Fires.

Eyes feature soft, matt shades, pine and cedar or grey dusk and rose dawn shadows (£7.95), outlined with grey slenderline eye pencil (£3.95). Cheeks are spiced up with cinnamon Powder Perfection (£8.50), while lips and nails feature four new colours: currant, honey, Autumn fire and chestnut (£7.50 and £4.50).

Also new for Autumn is a concealer in a mousse formulation in light or medium shades (£7.50) packaged in a similar way to simply perfect mousse foundation and blusher. *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

## Lancome go magnetic

Magnetisme is the name of Lancome's Autumn cosmetics collection, a spectrum of brights and metallics.

Eyes take their pick from four Jeux d'Ombres powder shadow duos with a metallic feel: magnetique, copper green and pewtered violet; vibration, steel blue and amethyst; electrique, gunmetal and copper; and variation, bronzed mahogany and silvered taupe. New mascara colours are Keracils' amethyste and Immencils' vert rayon.

For cheeks, Blush Eclats new shades are rose fusion and rose vulcan, with rouge violon, orange musique, bruin sollege and tremelo nacre for lips, with matching nail polish. *Lancome, 14 Grosvenor Street, London W1X 0AQ.*

## Ashe go for the throat

Ashe Consumer Products are running an Autumn promotion on Vitapointe.

A silk-style scarf in the pastel pink, yellow and blue Vitapointe colours will be offered on all three pack sizes. It will be supplied in exchange for three tokens and £0.25 for postage, or for two tokens plus £0.50p, and one token with £1. The 45g pack carries three tokens, the 26g pack has two and the 15g one. *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7J2.*



## Another Oscar for Stern

Next month sees the nationwide launch by Parfums Stern of Ruffles, a second ladies fragrance from designer Oscar de la Renta. It has been exclusive to Harrods for the past year.

Packaged in white, with gold and watercolour effect detail, the fragrance comes in esprit de parfum (£29.50-£44.50); eau de toilette (£19-£40) and three body and bath products: body lotion (200ml £19), body bath (200ml £15.50) and dusting powder (100g £19.50) all with natural silk.

Introductory kits containing 10ml EDT spray and 50ml body lotion (£16.50) will support the launch, further backed by advertising in *Elle*. Sample sizes and other promotional material including scented hankies and cotton puffs, carrier bags of samples and ribbons for counter decoration will be available to consultants. *Parfums Stern, Princes House, 36 Jermyn Street, London SW1.*

## New life for Limara

Smith & Nephew's new advertising campaign for the Limara range of body sprays is just breaking.

Advertisements feature a male mannequin which comes to life in response to his dresser's Limara fragrance. The scene will be featured on television, in cinemas and in the top teenage magazine titles. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham.*

**The Henara Treatment Wax** extra value promotion referred to in last week's **Counterpoints** is exclusive to Numark wholesalers. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## Kleenex launch cut-price campaign

Kimberly-Clark are launching a pre-priced promotion for all Kleenex facial tissue brands, backed by a television and radio campaign.

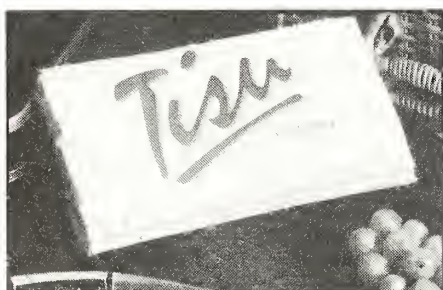
From the middle of September until the end of October Kleenex for Men and Super 3 will be pre-priced at £0.75, Kleenex regular at £0.61, Boutique at £0.64, Travel Tissues at £0.39 and four-packs of Pocket Packs, at £0.49, offering between 4p and 6p off standard prices.

The television campaign featuring the Italian boy commercial will run in selected regions throughout September, followed by radio advertising in all other areas during October. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

## Tisu on tap

British Tissues have produced a new flowpack for their Tisu facial tissues.

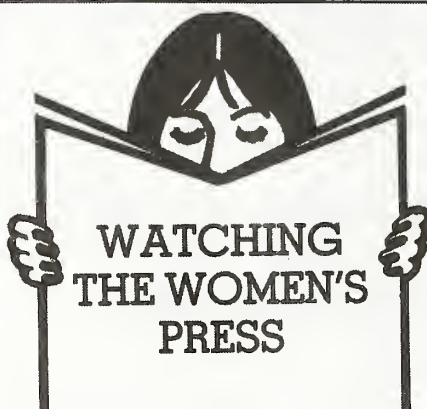
The bright yellow flexible pack contains 75 size two ply whites tissues, and is packed in 24s. *British Tissues Ltd, Lowlands House, 43 Lowlands Road, Harrow, Middx.*



## Whistle at work

Latest introduction to the Traveller International Collection is the Little Whistler (£12.95) said to be the first mini jug kettle which whistles when it boils.

Designed for travel or economical home use, it is British made, heat-resistant material with worldwide voltage. It incorporates a fast heating element with non-stick coating for easy cleaning, and a streamlined whistle which slides back so there is no need to remove the lid for pouring. Safety features include a neon on/off warning light, thermostatic heat control and safety fuse. *Traveller International Products Ltd, 51 Hayes Mews, London W1X 7RT.*



This column lists advertisements for chemist merchandise appearing in the IPC women's Press during September. The magazines are divided into weeklies (W), monthlies (M), and teenagers (Y).

Elizabeth Arden mousse make-up		M	
Ashe Labs Sucron	W		
Beechams Canovel		M	
Pure & Simple	W		
Bayer Nutrasweet		M	
Bristol Myers Clairol Born Blonde Clairol hair dryers		Y	
British Tissues Dixcel	W		
Chanel No 5		M	
skincare		M	
Charles of the Ritz		M	
Chattem Sun-in		Y	
Chesebrough Ponds creams & lotions	W	M	
Thomas Christy		M	
Clarins		M	
Clinique		M	
Colgate Palmolive	W		
Combe Lanacane		Y	
Vagisil	W	M	
Crookes Hermesetas		M	
DDD Blisteze		Y	
Dentinex	W		
Oz	W		
Stain Devils	W		
Christian Dior Capture lip colours		M	
Dulcolax	W		
Elida Gibbs Dimension		M	Y
Sunsilk		Y	
Timotei		Y	
Evans Mycil	W	M	
Eylure Easinails		Y	
10-0-6		Y	
Givenchy		M	
Henna Hair Health Henara		W	
Houbigant		M	
Hydron contact lenses			Y
ICI Medicort		M	
Innoxia		W	
Intercare Calcium Factor 500		W	
Hemocane		W	
International Labs			
Dermidex		W	
Janssen Arret		W	
G.R. Lane Quiet Life			M
Estee Lauder			M
Leo Opazimes		M	
Lever Brothers Jif		M	
Persil	W	M	
Whisk		M	
L'Oreal Fidji		M	
Recital		M	Y
Louis Marcel eyelash			Y
Mason Pearson			Y
Max Factor			M
Mentholatum Cutipen	W	M	
Neutrogena		M	
Nicholas Labs Almay			Y
Numark	W		
Original Additions nails			Y
Parim Lancome Magie Noire			M
Pascall Obsession			M
Reckitt & Colman Senokot	W	M	
Timocort		M	
Oscar de la Renta			M
Richardson-Vicks Oil of Ulay cleanser		W	
Nina Ricci			M
Roc eye balm			M
Helena Rubinstein			M
Yves Saint Laurent lipstick			M
Opium			M
Sancella Bodyform	W		
Libra	W		Y
Seven Seas	W		Y
Smith & Nephew Dr Whites			Y
Stafford Miller Sensodyne		M	
Tambrands First			
Response	W		Y
Tampax			Y
Unipath Clearblue	W		
Vichy Les Nutratives			M
Anti Wrinkle			M
Wella Balsam			M
Colour Confidence			M
Stylite			M
Tonique			M

Innovex Medical Products are taking over the marketing, sales and distribution rights in the UK for Natusan ointment from September 1. *Innovex Medical Products, MKA Hosue, King Street, Maidenhead, Berks SL6 1EF.*

Froment wheat germ is soon to be available in updated packaging, and is processed at manufacturers' John H. Heron's own mill. *John H. Heron Ltd, at 145 Boothferry Road, Goole, North Humberside.*

Chemist & Druggist 29 August 1987



## Going walkie

Ever Ready is offering free personal stereos in an on-pack offer on Gold Seal alkaline batteries.

Called "Walkie", the promotion offers a free personal stereo, worth £19.99, in return for 12 proofs of purchase from the special Gold Seal packs, or eight proofs of purchase plus £8.50, or four proofs of purchase plus £16.00.

It will run until March 31, 1988, appearing on over 1.5m packs of Gold Seal batteries and will be supported by POS material. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*

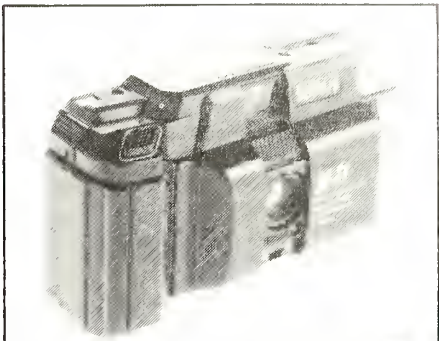
## Superglue II

Loctite are relaunching their Superglue range, with more "user-friendly" packaging and formulations.

The adhesives will retain the brand names Superglue 3, Super Gluematic and Superglue Xtra, but will feature new packaging which highlights a specific benefit of the adhesives, and pinpoints their purpose.

The new formulas are based on technology originally developed for industry to bond "difficult" acidic surfaces and organic substances, such as plated metals, foam and leather, in less-than-ideal conditions. Compared with the original Superglue 3, the new Loctite formulation reduces the typical bonding time, the company claims. The strength of the bond is also said to be increased.

The new simplified on-pack graphics have also been applied to two other products, Clear Glue and Cleverstick. All prices remain unchanged. *Loctite UK, Watchmead, Welwyn Garden City, Herts AL7 1JB.*



## New M-ways

Sirius International, the photographic division of David Anthony, have launched two 35mm focus-free compact cameras.

Both feature battery-powered motorised film wind and rewind. The M-22 (£39.99) has a built-in auto-sensor unit which automatically triggers the flash in low light, while the M-11 (£29.99) has a manually switched electronic flash. They both have variable film speed setting, plus an integral lens shield which switches off the power as well as protecting the lens.

Designed for the popular snapshot market, they come in black, metallic green and metallic grey, say *David Anthony Pharmaceuticals Ltd, Spindus Road, Speke, Liverpool L24 1YA.*

# E·P·O·S·8·7 WITH E·F·T·P·O·S·8·7

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Now in its eighth year, the 'EPoS' Congress is clearly established as the leading forum in Europe on computers in the retailing sector. Both the conference and the exhibition cover the important current aspects of the subject – EPoS, scanning, credit authorisation, EFTPoS, automation in physical distribution management, shrinkage control, merchandise marking, teleshopping, financial services.

29 SEPTEMBER – 2 OCTOBER 1987

### Conference

The Conference is divided into three streams. Two of these will concentrate on EPoS and retail systems while the third focuses on EFTPoS and other non-cash payment systems.

**SPECIAL 10% DISCOUNT:**  
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	RETAIL SYSTEMS	NON-CASH PAYMENT SYSTEMS
TUESDAY 29 SEPT	<b>A</b> EPOS Update: RMDP Review <b>C</b> Further Uses of EPOS Data	<b>B</b> The Integration of Article Numbering Standards into Retail Systems <b>D</b> Direct Product Profitability (DPP)
WEDNESDAY 30 SEPT	<b>F</b> EPOS in Large Store Retailing <b>L</b> Retail Systems: Costs and Benefits <b>N</b> Hospitality and Service Systems	<b>E</b> Non-Cash Payments: A Strategic Review <b>G</b> EPOS in Multiple Branch Retailing <b>H</b> EPOS in Voluntary Groups and Convenience Stores <b>M</b> Automated Physical Distribution Management <b>P</b> Scanning
THURSDAY 1 OCT	<b>R</b> Shrinkage Measurement and Control <b>S</b> Training for Technology	<b>J</b> EFTPoS: What The Retailers Think <b>K</b> Buying and Paying from Home <b>Q</b> EFTPoS Around the World <b>T</b> Financial Services in the Retail Environment
FRI 2 OCT		

### Exhibition

- Admission to the Exhibition is FREE.
- The most comprehensive exhibition on retail automation.
- Well over 100 leading systems suppliers – the very latest innovations in retail technology.
- The perfect opportunity to check out all the options.
- RMDP's Advisory & Consultancy services on hand for any professional assistance.
- All exhibition visitors receive a FREE COPY of RMDP's highly acclaimed 'EPoS 87 Yearbook' – the complete reference guide with a full year's shelf life.
- Detailed supplier information – your own personalised guide to suppliers in any retail sector and type of equipment – compiled by interactive video system at registration.

### Workshop

Channel Business Systems will sponsor a workshop and drinks reception for smaller retailers on Wednesday 30 Sept. at 5.30 pm. Contact RMDP now for your free tickets.

Full Conference & Exhibition Brochure, Exhibition Tickets and Workshop Tickets available from:  
 RMDP Ltd., 61-63 Ship Street, Brighton, Sussex BN1 1AE. Tel (0273) 203581/3 Telex 87323 FSI G RETAIL Fax (0273) 821463

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## Autumn faces are news

Roc are introducing two additions to their skincare and colour ranges.

On the skincare side, the company's latest development is Revitalising night cream (40ml, £12.75), a night treatment cream recommended for all skins from

around the age of 25. POS material carries the visual which Roc's Autumn advertising campaign features. *Women's Journal*, *Vogue*, *She*, *Good Housekeeping*, *Company* and *Cosmopolitan* throughout October, November and December.

Also new is shade No 0 in sheer lip balm (£3.45), a pale, pearlised pink. The new colour has been incorporated in an Autumn/Winter make-up look, presented in a tester display unit. *Laboratoires Roc (UK) Ltd*, 13 Grosvenor Crescent, London SW1X 7EE.

## Powder plot

Helena Rubinstein are launching a new face powder product.

Perfect Powder (£12.95) is presented in a box with a double opening system.

Inside the outer cover, a second security cover prevents powder escaping when the box is opened. The pack includes a safety seal, a powder sifter and a cotton puff.

The product comes in five translucent shades: light, medium, dark, rose and transparent. *Helena Rubinstein, Central Avenue, West Moseley, Surrey KT8 0RB*.



## Xmas Glow

Ultra Glow Ltd have produced a Christmas gift set to introduce two of the company's latest range additions.

The set (£16.95) comprises the original Ultra Glow powder together with the Bronzing Gel and Silk Finishing Powder launched this year. The gift set offers a saving of £5.20 on the normal retail prices of the three items. *Ultra Glow Ltd, Unit 5, 1 North Road, London N7*.

## JAG SALES

apologise to

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sole distributors of "**Scunci**" products in this country  
for any infringement of their trademark in this country  
or any confusion which may have been caused  
between "**Scunci**" and our ponytail holders

We wish to make it clear that

"**Scrunchies**" ponytail holders are in no way  
connected with genuine "**Scunci**" products  
and to avoid future confusion we will be renaming our product.



## Rimmel take nails in hand

Rimmel are reorganising their nail care range, with new products and a separate selfasta called the Nail Bar.

The new products include press-on Colour Touch false nails, in five colours — rose touch, heather touch, fuchsia touch, orchid touch and scarlet touch — plus natural touch, a basic ivory that can be painted with nail polish (£2.29). Also new is Midas Touch, a single gold nail, decorated with a diamante stone (£3.75). Fixed like the colour touch product with self-adhesive tab, the nail can be worn on either the index or the little finger. And Glamour Touch are self-adhesive motifs for nails, in red and gold or white and gold (£1.75).

For real nails, the stand will hold ten of the best selling nail polish shades in the 7ml size (£0.85), plus nail polish remover and new Positive Touch, an all-in-one nail conditioner, base and top coat (£2.49). Consumer leaflets (shown above) highlight the remover, colours, Positive Touch and Colour Touch nails. The standard merchandiser will continue to display the full range of nail colours. *Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE.*

## A Scientifique approach

Mavala have developed a new once-a-month nail hardener.

Scientifique (2ml £2.50) must be used on clean nails that are free from all nail enamel. A light stroke should be applied to the very tip of the nail only, once a week for the first month, reducing to once a fortnight for the second month and every four weeks after that.

*Chemist & Druggist 29 August 1987*

A 2ml bottle should last 6-8 months, say Mavala.

The company have also introduced four new nail polish shades for Autumn. *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent.*

## Revlon go for Active Growth

Revlon are launching a new nail conditioner called Active Grow (15ml, £5.95).

It can be used alone or over nail enamel, improving its wear, and Revlon



say results can be seen with just one application. Active Grow is presented in a amber bottle with "eye-drop" dispenser. *Revlon International Corporation, 86 Brook Street, London W1.*

## Elegant Touch go on TV

Original Additions are planning a national television campaign for their Elegant Touch nails, said to be the first ever campaign for this type of product.

A seven week national burst, costing over £250,000, is planned for 1988, following the current test campaign in the Thames area. Targetted at 18-25 year olds, it is designed to build on recent market growth and maintain the product's brand leadership, say *Original Additions (Beauty Products) Ltd, 1 Elystan Business Centre, Springfield Road, Hayes UB4 0UJ.*

**Broadway Costmetics Ltd.** distributors of the Barielle total nail fitness programme, have moved to 22a Golders Way, London NW11 8JX (tel: 01-455 8114).



## A gift in the hand

Eylure are offering a special pack of Easinails banded together with a free Everlasting emery board. The offer runs during the next two months. *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent.*

## After Xmas

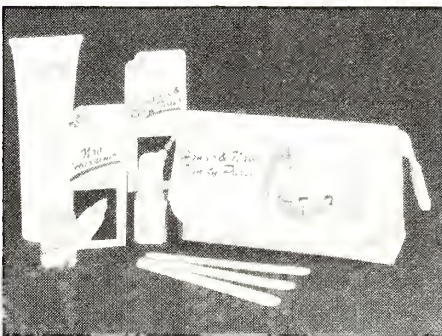
Bronnley are running special offers on their Almond Oil range, for sale in the post-Christmas period.

Boxes of three hand soaps (75g tablets) feature 65p off, with £1 off a box of three bath soaps. And moisturising bath foam is offered with £1 off, in special display units holding 15 bottles. *H. Bronnley and Company, 10 Conduit Street, London W1R 0BR.*

## Hand set

Richards and Appleby are introducing a cosmetic purse filled with Nailoid nail care products (£4.99).

The zipped-top pink purse is plastic-



lined and has a mirror mounted in the flap. It is filled with full-size Nailoid nail hardener, base coat and ridge filler, a tube of Soft Hands hand cream and three emery boards. *Richards & Appleby Ltd, Gerrard Place, Skelmersdale, Lancs.*

*At last, a 'razor  
gives you a dece*



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# Current moves in electricals

**N**ews on electricals is good, according to Philips and Braun. Both report growth in the market and are keen to emphasise the relevance of the increased affluence in society — where people have more disposable income and an increased concern that what they buy looks good and makes them look better. "Electrical retailers should be equipped to maximise this opportunity," say manufacturers.

## Fashion moves

Fashion trends are also having a major influence — as is evident in the products and promotions from all companies. According to distributors BBC's marketing manager, Jeffrey Moody, the best way to take advantage of a growing market is to grasp why it is growing. "Products are coming onto the market to meet today's fashions," says Mr Moody. "The chemist must keep up with the times."

## Pays to display

The other trick for the trade, according to manufacturers, is good display. Impulse buying is where the chemist has one advantage — high traffic which does not pass through a fashion store in the same way. But, they ask, is the customer going to look among the shavers when he next calls in to pick up a toothbrush? Or among hairdryers when buying baby food (and perhaps a blender)? At hair stylers when buying

**Do you find your batteries running down when it comes to selling electricals? Tired of hearing the same old story about opportunity knocking at your door when often the customers aren't? This year could be different. The market is full of new products and fashionable support. Even the new James Bond is given a helping hand from Philips' products, while Braun drive their shaver message home in a red Porsche! These are just a few promotions that mark the current moves in the electricals market. Now all chemists have to do, say manufacturers, is keep up!**

depilatory creams? Unless a customer has come into the pharmacy to buy a specific electrical item — or counter assistants have the time and energy to bring it to their attention — it's up to retailers to display it in the right place.

"We realise there's a security problem

which has until now led retailers to keep electricals stored in a glass case," says Mr Fleetwood. "But take a Ladyshave. We package it to make it look feminine, to disassociate it as far as possible from men's shaving. Then often it's put right along side a men's shaver. Ladyshave is not a high-priced item compared to some of the perfumes retailers stock. But expensive perfume dabbed on doesn't last long . . . dab a ladyshave under your arm and it goes on forever."

Braun agree, Helen Pearce, product manager for the company's haircare products, says: "It would be very effective if hairdryers could be put alongside holiday requirements in the Summer, and with gift ideas in the run up to Christmas."

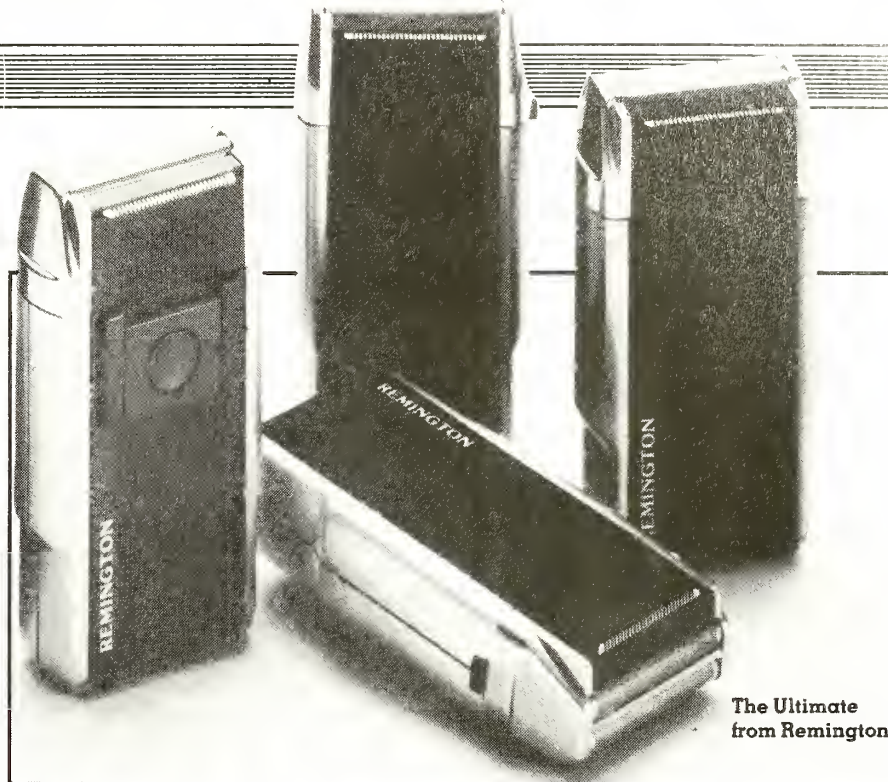
## Too hot to handle?

As products take on extra features it is also suggested customers might like to see them for themselves. Adrian Fleetwood suggests that if a consumer hears how quiet and feels how light and easy to hold a new model is, advertising claims will have been substantiated.

Consumers want advice on products, adds Lyndon Evans, product manager for Braun's shaver range. Again the chemist has a strength. If he can pass on the details of the new features and offer sound ethical advice, people are going to feel more comfortable about buying.

**M**en's shavers are the fastest moving product through chemists, according to BDC. Volume sales in 1986 increased to 2,050,000 units: rechargeables increasing by 30,000 to 685,000 units; battery operated by 150,000 to 500,000 and mains falling by 60,000 to 865,000. Philips predict a general increase of 50,000 total units for this year.

The aim of the game, according to both Braun and Philips, is having got new users into the dry shaver market — to keep them there. Braun claim 50 per cent of young men start using dry shavers, but only 32 per cent continue. Philips' research indicates that disillusionment is the chief reason young men reject dry shaving products. "Most first shavers seem to be either an old battery one passed on, or a cheap present from granny," says Adrian Fleetwood from Philips. "They



# Keeping the market in trim

are rejected when proved unreliable." Surprisingly then, it is battery products which have shown the biggest increase of sale — attributed by many to the introduction of longer life batteries.

Braun, who claim a 32 per cent share of the men's shaver market, say that to keep customers they have to give the right product. The company's launch of Linear earlier this year marked their backing of the younger age range, it being aimed primarily at 16-24-year-olds. "It has already claimed an 8 per cent share of the market," says product manager Lyndon Evans, who sees it quickly catching up with Philips' Tracer. Throughout November and December Linear will be backed by a £450,000 Press campaign, featuring in the *TV Times*, Sunday supplements, *Options for Men*, *Cosmo Man* and some women's magazines.

The Linear range will also feature at the end of Braun's "red Porsche" commercial — a £2.1m campaign to run over Christmas, chiefly backing the 2000 and "top of the range" 3000 series. The 2000 "mid positioned" range was launched in March and saw the addition of two shavers: the 2505 Universal (£38) mains/rechargeable and 2005 (£23) dual voltage. And an in-store promotion on these lines will offer consumers a free quartz alarm clock.

Like Braun, Philips — who claim brand leadership of this sector — use an image-creating scenario in their shaver commercial: a red motorbike. It will also be on screen during November and December, and be, in turn, highlighted in new POS material. A Press campaign will add support in November. Tracer is Philip's product for the young shaver, though they are careful to avoid presenting it as a "beginners" or "youth" model and for the launch steered

clear of battery versions because of the aforementioned disillusionment in them. "It would have been the kiss of death," says Adrian Fleetwood. "It had to be targetted subtly. Young men want a product that makes them feel good about themselves — and one that is reliable."

The range has been expanded and improved this year to include a modernised mains Tracer in black or yellow (£19.99) and a rechargeable model in red or blue (£29.99).

The other major move for Philips has been the launch of the Gold touch range — four rechargeable razors, all with gold coloured heads, to fill a niche at the top of the Philishave range (£34.99-£69.99).

With about 65 per cent of men's shavers bought by women, both Braun and Philips are careful to dual target their Press campaign — to meet the market and "make sure mum knows what son is talking about when he chooses his razor". And, says Lyndon Evans of Braun, it also offers chemists another advantage over High Street fashion stores. "Women can make the choice in a comfortable atmosphere and get sound advice about the most suitable features for the men they are buying for."

For those customers who like a clear guarantee of a close shave or their money back, Remington might be the name that comes to mind. This year has seen the extension of their Micro Screen Ultimate products again filling the niche at the top of their range. There are three new micro screen models (£29.99-£49.99): another rechargeable model and two cord shavers packaged in a slim line presentation case. They will be backed on television and radio in a new Victor Kiam ad, as part of a £1.4m campaign prior to Christmas. And a new

double foil compact battery model, designed as a touch up or second shaver — comes with a travel cover/brush and mirror (£9.99).

Remington have also launched into the moustache and beard trimmer market, which Braun, who claim brand leadership here, say showed a successful level of self-purchase last year. Remington's new model comes with a three position trimming guide and a stand to hold the comb, cleaning brush and blade lubricant. It uses three "AA" batteries and retails at about £16.95. It will also be backed in a new television and radio commercial prior to Christmas.

Rather than fill your counter with every shaver model on offer, BDC recommend "cherry-picking" from these ranges so you are able to offer a variety of features and fashions. Then it's a case of trading up to the highest point, they say.



## DO IT WITH STYLE

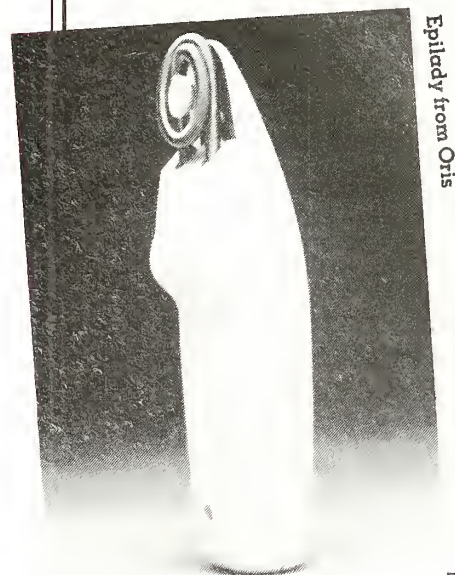
**Ladylike**

The most innovative launch of the year is Oris Beauty Products' Epilady — an electrical hair remover that departs from the title "shaver" and yet provides tough competition with its claim "as easy as shaving, as effective as waxing".

Epilady comes in its own white carry pouch with its own adaptor. It plucks the hairs from the leg, so avoiding any further treatment for about six weeks. At £35 it is perhaps a little dearer than some shavers, but according to Suzanne Collins from Oris, the response to the product has been overwhelming, and Jeffrey Moody, for BDC who are the nationwide distributors of Epilady, says they have had an enormous number of inquiries about it. Oris are planning a £250,000 women's Press campaign to run before the end of the year.

Philips and Braun continue to offer competition with their own women's shavers. Philips, who claim leadership in this sector, have just completed a regional television campaign for Ladyshave 16, and plan to back Ladyshave with the "ballerina" commercial throughout November and December. And at the same time, Braun, who claim a 24 per cent unit share, will be backing their Lady Elegance with a major women's Press campaign.

Volume sales of lady's shavers last year were 925,000 units: 585,000 for battery shavers and 340,000 for mains and rechargeables. Surprisingly, says Jeff Moody, mains sales have not increased from 1985 and they are not predicted to increase this year, while battery shavers increased by 75,000 units in 1985-86.



Epilady from Oris

**T**he electrical haircare market has come a long way from one drier for the whole family. In some cases it is two or three per home, in others even two or three appliances per person. Between 1985 and 1986 volume sales grew 270,000 units to 6,640,000, and Philips predict 6,755,000 units will have been sold by the end of this year. The retail value of the hand-held dryer sector alone now stands at over £29 million. Curling tongs and hot brushes tot up another £30.6 million and butane powered goods £14.2 million.

BDC stress their "keep up with the fashions" message more than ever for this sector. "For Summer, travel packs and colour co-ordination are popular," says Jeffrey Moody, "while at Christmas people are going to go for features that meet the individual needs of the person they are buying for. It's worth looking out for products which meet current trends, like Babyliss hotsticks."

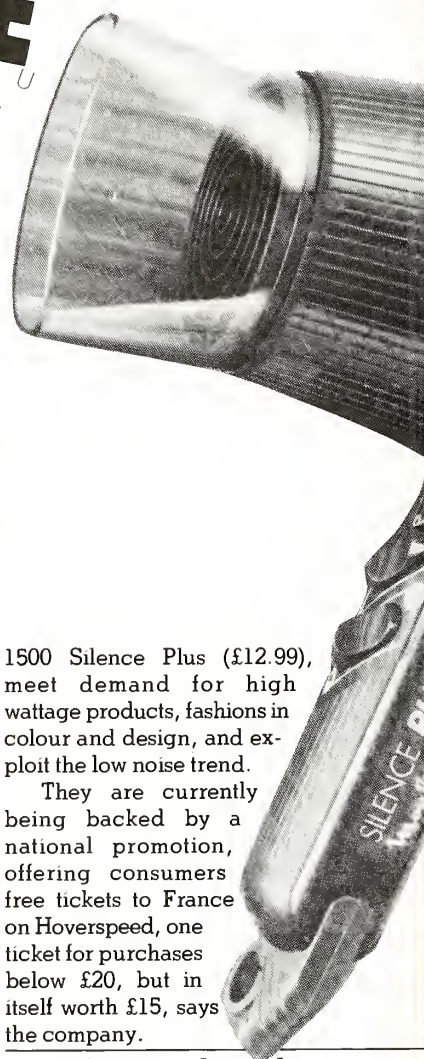
Indeed, Babyliss' managing director John Broom believes the best way to compete in a market which he thinks could easily become boring and saturated with products, is to develop a more specialised approach. "Certainly the huge growth in mousses and gels should not be ignored," he says. "It is the appliances that work with these new styling aids that will be more popular. This is a great opportunity for the chemist (who currently takes a 10 per cent share of sales) who have both the knowledge of, and sympathetic environment for, these more cosmetic appliances."

High wattage and low noise are other areas where manufacturers have seen demand. Moulinex say 1000-1299 watts represents 57 per cent of the total market, 1300 plus watts taking 27 per cent. "Today's lifestyle has meant a growing need for speedy high wattage driers," says Adrian Fleetwood, who also sees a new awareness of noise pollution, and a subsequent move to make products, from hair dryers to dishwashers, quieter.

Helen Pearce, product manager at Braun, suggests professional dryers and hair appliances are also an area for growth in the future.

**Moulinex moves by Hoverspeed**

Moulinex, not to be glibly pigeon holed as the food mixer people, are keeping up with haircare trends. They claim a 3 per cent share of the total haircare market and a 7 per cent share of the hand held dryer market, and say their two new models, the 1250 Silence Plus (£10.99) and the



1500 Silence Plus (£12.99), meet demand for high wattage products, fashions in colour and design, and exploit the low noise trend.

They are currently being backed by a national promotion, offering consumers free tickets to France on Hoverspeed, one ticket for purchases below £20, but in itself worth £15, says the company.

**A professional touch . . .**

Babyliss are making a move into professional appliances with a range to be launched prior to Christmas.

Primarily to be exclusive to Boots, comprises four products, all "built to last" says the company, and offering at least 1,500 hours usage. A hairdryer (£19.95), a attachable diffuser (a large lamp-like appliance which diffuses heat over a wide area, ideal for the scrunch dried look £5.95), tongs (£13.95), and a heat styling brush (£13.95) all come in a black and gold design.

And Babyliss' Crimper, straightener, wave maker, body toner and hot sticks are all being supported by a major PR campaign aimed at the women's Press, the Body Tone also receiving advertising support. And Hot Sticks are being backed by a new 20 page full colour booklet giving details of style they can achieve.

**Creative fun from Pifco**

Pifco's Creations range — marketed on its versatility — is to be extended anytime now to include Fashion Plates and Fashion Dryers. Fashion Plates (£17.95) offers a three in one

styler, combining narrow wave crimping plates with softer waving plates and flat straightening plates. Fashion dryer (£15.95) offers dual styling but by hot air

from the dryer working through either narrow wave crimping plates or flat straightening plates. Both come in a peach design and, to be presented under the theme "creating is fun", will be packaged in the company's transparent wrapping which it believes added to the success of the Creations range launch 12 months ago — by offering retailers ready-made display.

### Philips move into the Jet Set

Philips' launch of Jet Set, a range of gas-powered hair stylers, marks a move into a market which Adrian Fleetwood believes will become massive because of the independence it offers. Providing competition for Braun's Independent and

Clicker products, Jet Set is targetted at 16-40 year olds and in an ivory colour scheme offers a combi curling tong and brush at £17.95, a hotbrush at £14.95 and a curling tong at £12.95. They can be powered by either butane refills (£1.99) or disposable gas cartridges in packs of two (£2.99).

The range will be backed by television advertising during November and December, and a new POS stand.

### Braun move on air

The Silencia hairdryer is being backed by a £500,000 campaign this Christmas and being joined this month by the company's new Silencio Air Styler.

While not considering the launch of Air Styler as major as the Independent, product manager Helen Pearce has confidence in the product after its success in Europe. Two models in blue or white are designed to finish off hair styles by giving a gentle dry through a brush. Targetted at the over 25's, it comes at £13.95, or £15.95 for a deluxe model with a water bottle.

Braun's other launch for 1987 came in April with Clicker. It was introduced to fill

the teenage gap left by the Independent styler, and has been a great success, says the company. Both the Clicker and the Independent, will feature in a Press campaign and in the "anytime, anywhere, anyway" commercial in December, a campaign costing £1.2m.

### A new Technique

Clairol are about to launch a complete new range of colour-coordinated styling products. Called Technique the range will retail from £9.95 to £15.95. Full details will be announced in September.

The new range will be backed by a £350,000 campaign in the women's Press this Christmas, part of the company's £2.5m campaign for its products — their biggest ever. Wavelengths will feature in a £1.2m national television campaign, using the "Tune into Wavelengths" commercial.

### And for those on the move . . .

Remington are launching a compact travel hairdryer into their range of Travel Plus items. Retailing at £8.95, it fits into a supplied corded travel pouch.

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# ...and other bright sparks



**W**hile manufacturers have been extolling the potential of electric toothbrushes for some time now, results have not been as great as desired. Braun, who take 48 per cent of this market (their biggest competitor — and as it happens customer — is Boots) are backing their brush with national advertising this year. Under the theme "Fitness for teeth" the commercial will be targetted at the 25-44 year old market rather than having the more conventional mother and child look of oral care adverts. "This ties in with today's trend of healthy living," says product manager Carole Sekibo.

She blames poor results in the past — like those for shavers — on the 70's influx of battery models which led to a lot of people becoming dissatisfied with products. And the price. "Many people wouldn't dream of paying £25 for a toothbrush," she says.

BDC suggest it's this high unit cost that has put chemists off too — but agree with Braun, that if marketed in the right section of the store it is a growing sector.

As well as the television commercial Braun are using an in-store promotion. Two tiers, firstly offering consumers a leaflet on oral care, and secondly on purchase, a £50 book of vouchers giving money off health related products and services. "Electric oral care products take 2 per cent here, 26 per cent in Finland. There is definitely potential," adds Ms Sekibo.

## To blend in with babyfood

Braun are launching two new hand blenders onto the market, a product which they believe has great potential in a chemist.

They see it as the ideal weaning product and would like to see it stocked alongside babyfoods, says product manager Carole Sekibo. The new products, which will feature in a £1.8m campaign over Christmas, are the MR300 — a basic handblender (£12.95), and an MR7, a deluxe version with a whisk attachment (£21.95).

"These new products have the advantage of being suitable for preparing small portions," says Ms Sekibo, "and of being able to go to the food rather than being a static kitchen piece." As well as the television campaign, the products will be supported by a free cook book promotion, and a consumer leaflet, "Easy weaning with Braun", detailing diet and providing information on the company's products.

## Clothes care

Remington have extended the shaver idea this year with the launch of their Fuzz Away Clothes shaver. The size of a pocket shaver, it has a vacuum pick-up and is designed to remove bobbling on knitted garments (£9.99).

And on the subject of clothes, companies continue to push irons, particularly with travellers in mind. Braun, for instance, have introduced an iron attachment for the compact hairdryer, and Remington have introduced a steam spray travel iron which folds flat for packing (£14.95). And as part of Black & Decker's Stowaway range — which offers hairdryers, stylers and a ladyshaver — there is a Travel Twosome which at £20 contains a travel iron and a 1200 hairdryer.

## Body matters

For feet and heat, Clairol are backing their Footspa and The Heat Wrap with regional television campaigns, worth £950,000.

Pifco believe in extension of the beauty care market. They say 1986 research indicates that 40 per cent of small electrical purchasers own a styling brush, while only 2-3 per cent own appliances in the personal and beauty care category. And they see the pharmacist at an advantage here as an authority on health and beauty. Pifco's products in this category include a facial sauna and deep heat or body massagers.

Clairol's Bright Lights offers something completely different to put alongside the cosmetic counter. A white case, retailing at £19.95, opens to reveal an illuminated mirror, mixing pallets and storage space for make-up and brushes — as well as a power point for other electricals.

Remington have launched a new product to tackle unwanted hair. The Hygenic Clipper (£9.95), powered by one "AA" battery, is designed to quickly remove hairs protruding from the nose, ears and eyebrows by an oscillating cutting action.

## Clock up more sales

Clocks are another area where, according to Braun, modern lifestyles and fashion could lead to increased sales. They claim great success through chemists with their range of alarms, now available in a variety of colours. And they are, as mentioned previously, offering a free quartz alarm with their higher priced shavers.

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## The jewel in the crown

**W**ith health costs becoming a crucial area of political debate, pharmaceutical manufacturers are once again in danger of being seen as parasites on the sick. But even so, the UK general public believes the "drug industry" contributes as much as any other to the country's social and economic welfare.

In an ABPI survey, 30 per cent named pharmaceuticals as the leading industry in this context with only the oil industry achieving a comparable ranking. However, in contrast to this, in response to the question: "How much of the NHS's resources are spent on medicines?" the average respondent believed it was 22 per cent (in 1984 it was believed to be 31 per cent.) The correct figure is about 10 per cent.

The ABPI also studied public perceptions of the NHS: 35 per cent in 1986 said the NHS is working very or fairly well, against 53 per cent in 1984. Some 70 per cent said more money should be spent on the NHS, with 58 per cent of Conservative voters polled stating this, Labour 83 per cent and Alliance 81 per cent.

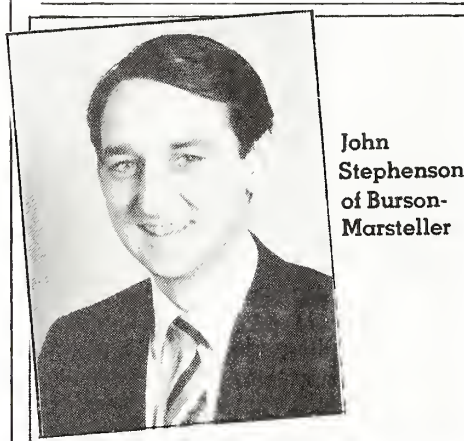
York University's Centre for Health Economics in its report "Public expenditure on the NHS — recent trends and future problems", states that unless the Government allows a 2 per cent increase in spending *per annum* after taking into consideration pay, prices and capital expenditure, the future of the NHS in some parts of the country will be seriously endangered. Figures for spending on hospital and community health services show there have now been four successive years with less than 1 per cent increase in revenue spending.

Against the report's call for additional funding the Government has calculated that only an extra 0.5 per cent a year is needed to maintain real expenditure levels, although it also accepts that a further increase of between 0.5 per cent and 1 per cent is required to allow for demographic changes.

"Agenda for Health 1986", an ABPI report, while also calling for more liberal public health spending, is more optimistic. The report says Britain has managed to achieve basic health standards and in value for money terms, the NHS has a particularly impressive record. The ABPI makes it clear that the health service's share of national spending fell by more than £700m last year compared with 1984. Only 6 per cent of GNP went to the NHS in 1985, a drop from 6.2 per cent in 1984.

The report also shows Britain to be lagging a long way behind other countries in terms of drug expenditure per capita

**The pharmaceutical industry, one of the few jewels in the UK commercial crown, is perceived as secretive and defensive. But John Stephenson, account director at PR consultants Burson-Marsteller, believes the industry can be proud of its record.**



**John Stephenson  
of Burson-  
Marsteller**

This is the first time the industry has sided with the health services in their campaign for more funds, and consequently the Government may well have to take it more seriously. Pharmaceutical companies are major contributors to Conservative party funds and, moreover, the industry is making a significant contribution to the country's balance of trade figures.

The immediate response of the Government has, predictably, been to

### An international comparison of medicine expenditure

Country	Drug expenditure (rsp) per capita 1983
Switzerland	\$166
West Germany	\$150
USA	\$138
France	\$131
Italy	\$83
Great Britain	\$65

remain firm in defence of its policies. Norman Fowler, the former Social Services Secretary, claimed the Government had increased spending by 24 per cent in real terms, after inflation, between 1974 and 1986. Mr Fowler also told the party faithful that £1 billion would be invested in the current financial year in hospital building.

The gross output of the UK

pharmaceutical industry is now well in excess of £4 billion, says the ABPI. In 1985 the industry contributed over £800m to the UK economy making the sales of medicines one of the most important sources of revenue from manufacturing activity. Some two thirds of UK exports go to other developed nations; of the rest, half go to the oil exporting countries of the Third World. The growth of the pharmaceutical market worldwide is focussing increasingly outside Europe.

This trend towards a weakening of market share for European companies began in the second half of 1985 and is now even more visible as a result of sharp exchange rate differences between the US dollar and the Deutschmark. In 1985, the US market grew by \$3 billion, followed by Japan with growth of £1.5 billion. Far behind were Italy and France, at \$700-750 million each, with West German growth put at only about \$300 million.

The majority of UK manufacturers have lost world market shares against a background of domestic market stagnation. However, loss of share by Beecham, ICI, and Wellcome has been more than offset by Glaxo's sharp world market expansion, spearheaded by the anti-ulcer drug Zantac.

Predictably, the "Agenda for Health" report criticises cost-saving Government measures, in particular the limited list which, it claims, has unfairly penalised some companies. It is thought that savings achieved since its controversial introduction have been in the region of £60m, rather than the estimated £100m million. The concept of the limited list has recently been extended by Social Audit, which has suggested hospitals could meet all their patients' needs with less than one third of the drugs now on the market.

"Agenda for Health" speaks favourably of the Pharmaceutical Price Regulation Scheme. Introduced in 1950, limits the profits that individual companies make on their NHS business. Although the main structure of the PPRS is to remain intact, the ABPI is pleased with the decision to link the UK drug industry's profits from the NHS to the FT 500 index in 1988, which will reflect the pattern of profit movements in UK industry as a whole.

Further analysis of the impact of the PPRS on the industry is contained in "A New Focus on Pharmaceuticals", published by the National Economic Development Office. It points out that for some years, until mid-1983, the target return on capital (ROC) was within a range of 16-25 per cent. It was

formally reduced in 1984 to 15-20.5 per cent and in 1985 to 15-17 per cent. This significant reduction originates in the DHSS's concern that the industry may have enjoyed an underlying high level of profitability in the early 1980s.

The report indicates, however, that the industry believes that a more important impact has arisen from the considerations of the Public Accounts Committee. In recent reviews the Committee has insisted on linking the industry's profits with those earned by defence contractors for so-called "risk" contracts. The report feels this is illogical because the industry does not have any contract and the PAC appears to have ignored evidence that in six of the seven years from 1975-81 defence contractors' profits were much higher than those earned by pharmaceutical companies.

The pharmaceutical industry now has a ROC which has fallen below the overall average of all UK industry, a position which the industry believes is neither justified nor acceptable. The report notes that the impact of the recent changes are not immediately measurable, because investment decisions work on a timescale of five years (or more). There have been reports of cancellation of planned capital expenditure, closure of certain plants and laboratories and the enforced redundancy of employees.

It is obvious that the industry will continue to operate in a politically sensitive area. There are many aspects of its activities, such as the provision of medicines to the Third World, improved patient information, product liability, and the use of animals in research, which have generated considerable emotion in public debate. The industry has found it difficult to make any constructive comment to simplistic criticism since the areas involved are complex.

The PAC says the industry must marshal and present its evidence and arguments more effectively than it has done in the past. Failure to do so will risk real damage. "Some of this criticism is justified



Pharmacist Pauline Driscoll is the latest winner of £1,000 in Unichem's monthly money makers promotion. Ms Driscoll (third from right) of Roath, Cardiff, and her four assistants, are pictured receiving the cheque from Marion Rawlings, one of Unichem's non-executive directors, while Jim Sims (centre), general manager at Unichem's Swansea branch look on

but most is due to an incomplete understanding of complex issues. The industry has great difficulty in translating issues into simple terms. As a result it is often perceived as secretive. But if the industry isn't prepared to speak for itself, no one else will do it. Many commentators have urged the industry, on an individual company basis and through the ABPI and PAGB, to improve its communications. The industry has much to commend it and need not be defensive of its many achievements.

Pharmaceutical companies have been urged by another report to take stock of their image, not only among professionals but also with the public. The 1986 Company Image Study by Martin Hamblin found that, to some extent, there was a link between overall company ratings and company image. The link between a good company image and improved sales has long been established, if not recognised by the industry.

On the international scene, the International Federation of Pharmaceutical

Manufacturers Associations, at its recent Assembly in Montreux, Switzerland, announced that its decision two years ago to adopt a "more pro-active and open" communications programme had begun to pay off. Joe Williams (Warner-Lambert), the Federation's then president, said this approach would be intensified in order "to persuade the world outside our own circles that the industry is a significant part of the solution for better health care, and not part of the problem".

Joe Williams also said the industry was too timid in its response to its critics. Professor Wolters of Hoechst agreed that the industry's financial achievement as well as its scientific achievement should be stressed — the industry must admit a profit motive in the interests of its shareholders and employees.

As one of the jewels in the UK crown, the industry must now take a pro-active stance in its relations with the general public, professional bodies and the media. It is an industry to be proud of, not defensive about.

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## Trainee, know thyself

**T**he pharmacist concerned with profit must, logically, be interested in using resources efficiently. As we cannot simultaneously use every resource to its maximum, it is good sense to concentrate our attention on the most costly.

In most, possibly in every pharmacy, the most expensive resources employed are wages and salaries, including payment to the "boss" for services rendered, and all the expenses involved in occupying property.

Training, whether concentrated on the use of resources in human beings or in property, must start with the development of our untapped mental potential. Only then can we begin to exploit more fully the other resources involved.

The psychologists' opinions are not always unanimous — but there does seem to be a fair degree of agreement on the following assumptions. Training of any kind would be much more realistic if these were considered before specialised tuition, were embarked upon.

If you agree with all or some of the points listed you will probably agree that a changed attitude to business and private affairs can add substantially to profit and happiness:

1. That we use only a small part of our mental capacity, less than ten per cent.
2. That we are inefficient in our use of the small part employed.
3. That the vast majority of pharmacists and others work and live at a considerably lower level of activity than that we are capable of at our best.
4. That many of us, despite outward appearances, do not have the confidence our qualifications could justify.
5. That most of us lack deep self-knowledge and fail to assess realistically our good and bad characteristics.
6. That we frequently act in our short term interest where this conflicts with the long term.
7. That we waste several hours a week, while sometimes complaining that we are short of time.
8. That many of us do not positively enjoy our work and leisure, and do not accept that we are intended to be fulfilled.
- 9 that most of our troubles are of our own making and due to our negative attitude to external and internal conditions.

After considering these points, we can turn to the main categories of training in pharmacy. The first is training designed to bring someone to the required standard to carry out a defined job. This is the tuition necessary for a new member of staff in the basics of his or her work in a pharmacy.

### Learning to learn — a vital procedure . . .

The second category is training to keep up-to-date through refresher courses, formal and informal.

Category three goes beyond the updating of knowledge and involves the acquisition of additional qualifications, for example, reading for a doctorate in some specialised field of the profession.

The classification of training is fairly straightforward; that of people much more complicated. The owner wanting maximum benefit and optimum profit from his or her outlay could usefully divide staff into the following groups:-

First, we can try to distinguish between those who *want* to learn, and those who do not. Care must be taken to judge people by their actions rather than by their words.

Second, we can make a division between those who are capable of learning and those who are not. We should hesitate a long time before assuming anyone is *not* capable. If we find, reluctantly, that we have someone in the latter category, we should look askance at our recruitment procedures!

Third, we can divide our staff between those who have, and those who have not, the financial and other means, to train.

From these three groupings many combinations emerge. We find those who are keen to learn but who appear to lack the brain power, the gifted but indifferent, the clever and self-motivated, who are unable to make any financial contribution and so forth.

Once we have classified staff, and have related this classification to the types of training referred to earlier, we can usefully employ the discipline of classic work-study questions. To pose and answer these questions can help crystallise our thinking and suggest a definite form and content for training. *The questions and answers should be freely and fully discussed in advance with all involved.* Training that is imposed is likely to be an unproductive investment in time, money and effort.

The five work study questions, **what, how, where, when, who**, should each be followed by the searching question number six: **why?**

**What training and why:** Here we ask what type of initial tuition is required for newcomers in our employ, what training is needed to maintain levels of knowledge or to advance them for staff *and* owner? Clearly the induction training appropriate

for an unqualified junior will be very different from that for a qualified technician or an assistant pharmacist or pharmacist manager: the pre-registration man or woman is a "special case". When we are faced with the responsibility for training someone else we tend to find the gaps in our own knowledge.

Training of any kind must be tied in with the policy and philosophy of the pharmacy as a whole. The owner should be thinking of the far future as well as of the immediate needs. Is he or she at the stage of wishing to groom a successor or a potential partner. Is there a well-thought-out plan to cope with the ambitions of staff? Many a proprietor has lost first-class talent through failing to look ahead and to talk with staff at an early stage: only too often staff do not know how much they are appreciated until they give in their notice.

**How to train and why:** The key problem is linked with the size of the pharmacy staff. With minimal numbers it might not be practicable to appoint one member as staff trainer, but in the larger business the owner could often sensibly delegate at least part of his or her duties.

A staff trainer must, of course, be given training in how to train! Short courses are available and a lot can be gleaned from books. Training must be taken seriously: an instructor competent in the *subject* might still not be able to pass on the knowledge until the *technique* has been absorbed.

Induction training would normally be undertaken in the pharmacy, as systems vary, but for much instruction outside sources have to be drawn on. Books, tapes, evening or day classes, branch meetings, a host of means is on offer.

If proper consultation with staff has been carried out there should be no lack of enthusiasm for training. A little time spent on developing a constructive attitude is a profitable investment.

One of the most neglected aspects of training is the follow-up. When an employee has attended a course of instruction the employer throws away much of the value if he or she grudges spending time in exploring what has been learnt and the assessment of the training by the staff member.

Care should also be taken that the "student" has the opportunity to apply the newly-won knowledge. The purpose of the instruction should be clearly understood. And training can hardly be purposeful unless all concerned are aware how it is to be turned to profitable account.

# Chancellor to take up TIL OTC ranges

A new company has been set up by the owners of Thames Laboratories, the TIL Group, to market and distribute OTC products.

Chancellor Group Ltd, set up as a subsidiary of TIL, will handle products currently sold through Thames Laboratories, Thames Genelink and Consolidated Chemicals. Initially these will consist of Z Stop insect repellents, Evatest home pregnancy tests and Fosfor tonic.

From September, the Bengue & Co division of Syntex Pharmaceuticals will

shift its products to Chancellor for selling and marketing. These include the cough mixture Pulmo Bailly, Bengue's Balsam and the nappy ointment Metanium.

Alan Thornton, previously marketing director of Tampax, is being brought in as general manager to head the new firm. He has also worked at Johnson and Johnson, Schwarzkopf and Smith & Nephew. There will be new products in the near future, according to Mr Thornton, who says their research and plans for a new launch are at an advanced stage but the company is not revealing details.

## Wholesalers' alternative

Unichem and Macarthy are to distribute Nelsons' range of homeopathic medicines.

The company, which already has links with Vestric, says the new distribution contracts should lift the number of outlets carrying its products to over ten thousand.

The contracts are due to start in September.

The move comes as interest in "alternative" treatment increases, and according to one City observer, wholesalers would do well to note the interest.

"Alternative therapy is on the up and up; there's been a wariness among the public of conventional drug therapy, which comes to the fore when there are drug withdrawals, and when cases are given publicity in the women's Press. No-one can argue that there isn't an interest in this area now, and it presents a lucrative opportunity for pharmacists".

Unichem say this is the first range of its kind to be handled by them.

## High hopes from directors

Three out of four businessmen are happy with their companies' progress, according to a new survey.

The Institute of Directors' opinion survey, which comes out every two months, shows 75 per cent of the people questioned looking to better prospects,

compared with 72 per cent in June.

Half of the directors who took part in the survey said they might suffer from shortage of skilled labour, but would not bid up wages to attract it, except by the inflation rate or "a little over".

Despite the general optimism revealed in their survey, the IOD say the figure has still dropped: last Jun, 62 per cent were feeling "more optimistic" about the UK economy; in August the figure has dropped to 52 per cent.

## Restructure for Hanimex

Hanimex and Vivitar are setting up a new European corporate office as part of their UK/Europe expansion, and re-structuring the UK group of companies.

Hanimex Europe Ltd, the holding company registered in Swindon, Wiltshire, will be resited in new offices, probably near Heathrow, and will be headed by John Cashmore (currently Hanimex's managing director) as European chief executive officer, together with John Ody (currently financial director at Hanimex) as European chief finance officer.

The seven trading divisions of Hanimex and Vivitar UK will, by early 1988, be centralised in Swindon. The move is expected to take nine months.

Peter Samwell becomes managing director of Hanimex UK Ltd, with responsibility for the four Fujimex divisions. Terry Carey remains managing director of Vivitar UK Ltd, now to include Hanimex Photographic and Hanimex Audio Visual divisions.

## Eyes down for optics action

There's been more activity in the optical market lately, with the Crofton Optical Group being sold by its patents Crest Nicholson.

Crest are selling Crofton to H. Young Holdings, who already own Twentieth Century Visions optical and sunglass company. Crofton distribute Raycroft frames and upmarket lines such as Nina Ricci and Actuell, as well as ophthalmic lenses. They are the exclusive distributors of Polaroid sunglasses in the UK, and own a surfacing company in Essex, and a prescription house in Lancashire. The two companies will be merged into an eyecare division within H. Young Holdings.

The sale comes as part of Crest Nicholson's move to focus on their core activities, which are house-building, property and other construction business.

Last week Pilkington announced their acquisition of Revlon's vision care business for £361m. The business comprises contact lens and solutions, lens processing equipment and spectacle lenses, and is based mainly in the USA.

And Smithkline Beckman are paying around \$155m for International Hydron, the contact lens business.

Control of the business is being sold by National Patent Development of New York, who will go on receiving royalty income for a bifocal soft lens now being developed, according to the *Financial Times*.

Hydron will be added to Smithkline's eye and skin care unit. The company has not had a lens-making business until this deal, but has sold lens solutions, and optical diagnostic equipment under the Allergen brand.

Agfa-Gevaert, Du Pont and Philips are planning to join forces in audio and video tape manufacture in a move to meet the Far East's low priced competition. Agfa-Gevaert and PD Magnetics — owned jointly by Du Pont and Philips — are merging their magnetic tape interests to form a new company and will pool their manufacturing resources.

Vet Health Ltd are to supply Parvocide to Coopers Animal Health.

The first consignment of 25,000 litres has been sent to Coopers Denmark; Vet Health are also to supply Coopers Parvocide to the rest of Scandinavia. Consignments are currently underway to Australia and New Zealand.

## Insurance premiums for doctors up 87 per cent

Insurance premiums for doctors are set to rise 87 per cent from next January.

Medical practitioners in the UK will be expected to pay £1,080 for legal indemnity next year. This is on top of a 71 per cent rise this year, and bears no comparison to the premium of £6 in 1970.

The increase follows the first High Court award of more than £1m made last month to a brain damaged student. Several more large settlements are expected to be made soon, and patients are increasingly ready to sue for alleged negligence.

The Medical Defence Union and the Medical Protection Society paid out nearly £24m last year. The figure is expected to be significantly higher this year.

The British Medical Association has

said the rise will seriously affect salaried doctors, especially junior hospital doctors, locums and part time practitioners. "The contractual commitment of doctors working in the NHS to belong to a defence body is likely to be challenged, particularly by junior hospital doctors who are aware that in many other countries liability is always assumed by the employer," says the BMA.

It adds that there is also likely to be a further move in the direction of "defensive medicine".

Interestingly, both the medical defence bodies are backing a no-fault compensation system similar to that recently proposed by the Pharmaceutical Services Negotiating Committee (C&D, August 1, p210).

## NZ move for Creighton Labs

Creighton Laboratories, who make Creightons Natural Beauty products, have set up a company in New Zealand.

Creighton NZ Ltd have been set up "to take advantage of the reduced import duties for local companies," says the firm. It will initially market the company's range of toiletries and hair care products for customers in Australasia and the Pacific basin. Ultimately Creightons hope the NZ arm will make their products as well.

Ten shops in New Zealand already take Natural Beauty products — the first consignment left the UK early in June — and the new company will also service existing outlets in Japan, Singapore and Malaysia.

Creighton Laboratories NZ Ltd is a joint venture with Creighton Laboratories plc UK and Tony and Dinah Fabricius, who live in Hamilton.

## Retail yield drop soon?

Yields from retail investments should fall during the next six months, according to a quarterly update of the rent index.

The latest figures produced by Investors Chronicle/Hillier Parker show a fall in the average yield for all property for

the first time in eight years.

The drop is due to a 0.4 per cent dip in industrial yields, and according to Hillier Parker's investment partner Rod Grant, "I expect retail and office investments to follow industrial property, and register yield reductions during the next six months".

There was no overall change in shop yield for the quarter, but the inner suburbs of London showed a small rise. "With continued demand from retailers and strong rental growth," comment the surveyors, "investment in shops in all categories remains popular, with even the prime end of the market strengthening towards the end of the quarter".

The recent 1 per cent rise in interest rates could "spoil the party", says the report, if it curbs borrowing and spending.

HM Customs and Excise have issued the following publications: leaflet 700/13A/87: "VAT publications", listing all current VAT publications; leaflet 700/33/87: "MSC training programmes and schemes to assist the unemployed"; leaflet 701/30/87: "F. luation" which replaces the 1984 edition; leaflet 701/39/87: "VAT liability law", which replaces the November 1986 edition, and sets out the liability law as at 1 August 1987; and leaflet 700/4/87: "Overseas traders and United Kingdom VAT" which replaces the 1 September 1986 edition, and includes provisions which apply from 15 May 1987 and replace those provided under Zero Rate Group 15, item 2, which has been repealed. Copies are available from local VAT offices.

## Don't stop the carnival

The largest one-day event in the country is this year being master-minded by pharmacist Derek Evans.

The St Albans Carnival on Bank Holiday Monday is expected to attract over 40,000 people and raise around £25,000 for charity. As chairman of his local Round Table Branch Mr Evans has been working hard since last year to co-ordinate the programme which includes a parade of over 100 floats, the Falcon free fall parachute team, an aerobics team, a firework display, and two hot air balloons.

Fine weather will be a bonus, says Mr Evans, but he is not unduly worried if the British Summer runs true to form; last year the event was officially "rained off" but still raised £16,000 for charity.

## Newton at Essex conference

Health Minister Tony Newton is to address the Essex LPC conference on November 29.

As the local MP for Braintree he was approached by LPC secretary Miall James, who is delighted he has accepted the invitation. The conference is to be held at the County Hotel, Chelmsford.

### Coming events

*Tuesday, September 1*

Liverpool Branch. National Pharmaceutical Association. Ostomy training session, 6.30pm, at the Liverpool Medical Institution, Mount Pleasant. 883440.

### Advance information

Health Care Conference. "The Quest for Quality: The Impact on People and Products in Health Care," October 21, the Cavendish Conference Centre, London. Details from Graver Boot Associates, on 0246 883440.

Legal Studies and Services Ltd. one-day conference on "Medical Device Regulation in Germany: coping with the new controls", the Cavendish Conference Centre, London, on October 29. Details from Vanessa Darnborough, 01-236 4080.

National Office of Animal Health. one-day symposium on "Effective Registration of Animal Health Products" on November 3, 10am, at The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN. Details from Mrs Alison Clennon, NOAH, 12 Whitehall, London SW1A 2DY. The British Institute of Regulatory Affairs. joint meeting with the National Drugs Advisory Board on "Regulatory Affairs in Ireland" on 2-3 December at Jury's Hotel, Dublin. Details from Jean Anderton, 01-387 1828.

The Society for Drug Research. symposium on "How good are healthy volunteers for studying drug action?" September 30 at the School of Pharmacy, University of London, London WC1. Details from Barbara Cavilla, 01-581 8333.

*Chemist & Druggist 29 August 1987*

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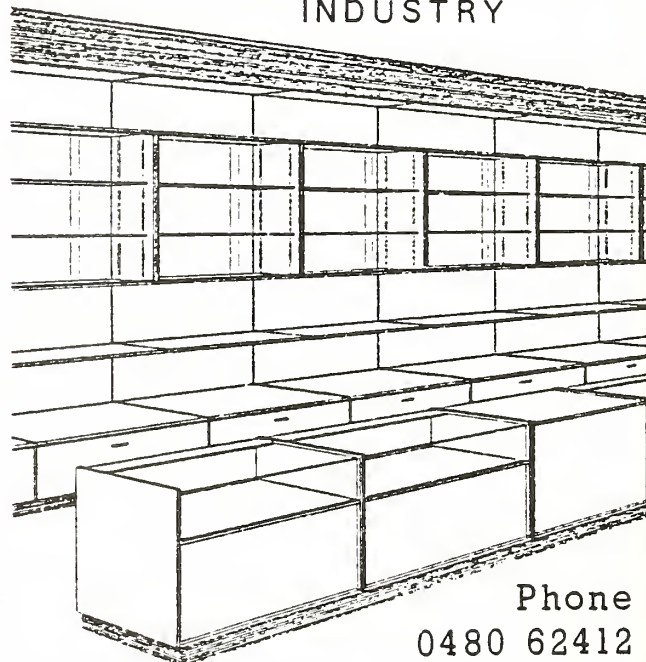
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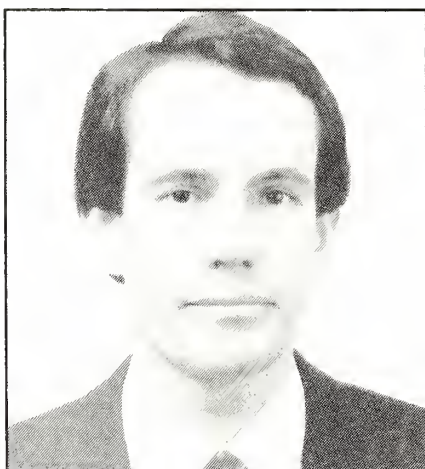
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## New C&D Advertisement Manager

Richard Langrish has been appointed Advertisement Manager of *Chemist & Druggist* in succession to Peter Nicholls who retired this week.

Richard joins from *C&D's* sister publication *Hardware Trade Journal* where he was manager since joining Benn Publications two years ago.

He has previously worked for International Thomsons Health Care Division where he was involved in the development of health care publishing,



including the launching of *Senior Nurse*; and for Reed Business Publishing where he held managerial positions in several different trade and technical markets, including the grocery trade Press as Advertisement Manager of *Super Marketing*.

Richard is 37, married with two children, and lives in Epsom, Surrey.

## Men charged as raids increase

Three men have been charged with stealing drugs from Noble's chemist in Dewsbury, West Yorkshire.

A raid last Friday, follows a series of break-ins in the region, which led to pharmacists being warned by Calderdale Family Practitioner Committee to keep their stocks of Controlled Drugs to an absolute minimum. Earlier this month

armed raiders took drugs and cash from K.R. Rutter Ltd of Savile Park, Halifax and in a separate incident in the same town, Mohammed Arif was tied up in his pharmacy in Bell Hall while two men stole £150 and drugs.

The Summer holidays do not seem to have cut down the number of break-ins reported. This month Alan Bird of Worthing has had drugs stolen — the second incident within 18 months, and in a night raid on a chemist shop in Aveley, Essex, drugs with a street value of £100 were taken.

## Body matters

The BBC's "medicine for the masses" programme "Body matters," has enlisted the help of Janssen's Clinical Pharmacology Unit for a programme about sleep.

Janssen say that their sleep research

unit now has the largest commercial sleep facility in the world. At peak periods the units operates 24 hours a day, running drug assessment studies by day and sleep studies by night. For the programme shown this Thursday, a BBC volunteer who had been deprived of sleep, was monitored at the unit. Mrs Bobby James, the unit supervisor explained the findings.

## IPSF President

Scottish pharmacist Vivien Moffat has been elected president of the International Pharmaceutical Students' Federation for 1987-88 at its Congress in Jerusalem (p382 last week).

Ms Moffat has been active in student organisations since her undergraduate studies at Heriot-Watt University. She served on the executive of the British Pharmaceutical Students' Association as Publications officer, and as International Liaison officer, and was the first BPSA



representative on the Pharmaceutical Society's Education Committee. She is currently researching for a PhD in transdermal delivery UWIST.

## Aussies get two pharmacist MPs

Pharmacists standing in last month's Australian general election fared rather better than their British counterparts did on June 10.

The ruling Labour party has two pharmacist MPs — Jim Snow in Eden-Monaro, New South Wales, and Tony Lamb in Streeton, Victoria.

However, Australian magazine *Pharmacy Trade* reports that pharmacy has lost a voice from the opposition, with the defeat of Liberal John Hodges in Petrie, Queensland.

## Prohibition

Dr Alan George Walker, MB, ChB, whose registered address is 44 Brighton Road, South Croydon, Surrey, has been prohibited by the Secretary of State from prescribing, administering and supplying, and from authorising the administration and supply of any Controlled Drug within the meaning of the Misuse of Drugs Act 1971, save and except the following: diamorphine hydrochloride; any substances and products specified in Schedule 4 to the Misuse of Drugs Regulations 1985; and any preparation specified in Schedule 5 other than those containing dihydrocodeine.

**Sterling Winthrop:** Betty Mather is appointed chief pharmacist. She succeeds Elizabeth Mead who is taking early retirement after 23 years with the group.

**HM Customs and Excise:** Raymond Bazley is appointed controller, VAT central unit, with effect from September 16, 1987.

**Modern Health Products:** Ron Jerrard has been appointed marketing manager.

**Lewis Woolf Griptight:** Syd Staveley is promoted to group operations manager.

**TIL (Medical) Ltd:** Graham Kimber is appointed head of statistics at the consultancy company. He previously worked as company statistician with Merck, Sharp and Dohme.

**Pifco Salton Appliance Company:** Patrick Cogan is appointed sales and marketing director.

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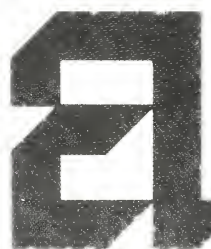
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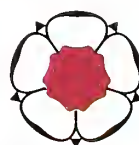
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